Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

November 30, 1959
Volume 30 • Number 48
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill.

Copyright, 1959, by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

Broadcasters on Four Agendas in Washington

FTC, FCC Huddles Set; Code Board, NAB Board to Weigh Self-Rule Plan

WASHINGTON, Nov. 27—A series of meetings of critical importance gets under way here next week, as the radio-tv industry girds for a last-ditch stand to avoid further government intervention in its affairs.

• Representatives of the National Assn. of Broadcasters and the networks are to meet with members of the Federal Trade Commission Dec. 2 to discuss what needs to be done about tv commercials.

• The entire 43-man board of the National Assn. of Broadcasters meets Dec. 4 to consider the current attacks on radio-tv and to approve proposals for tightening the tv code.

• The FCC starts taking testimony Dec. 7 in its emergency study to determine whether new rules and laws are needed to deal with controversial radio-tv programming and advertising practices.

■ The FTC's meeting with the broadcasters was originally scheduled for Nov. 30, but was postponed in order to accommodate industry members. Reportedly it is to be followed by meetings with other segments of the broadcast industry, including—in all probability—advertiser and agency groups.

At a staff level, NAB's code review staff already has explored

(*Continued on Page 8*)

American Motors Appeals 'Express Warranty' Ad Case

BATON ROUGE, LA., Nov. 24—American Motors Corp.'s legal staff is awaiting a second round in a Louisiana litigation that has awesome implications for the legal weight of ad copy.

Judge Jess Johnson ruled in a state court last June that AMC ads telling of the gas consumption record achieved by a Rambler in the NASCAR test race constituted an expressed warranty without reservations that a Rambler buyer could expect to achieve the same performance.

The case, which initially involved only gasoline mileage, but later involved the functioning of the car's transmission, concluded with an order by the judge that AMC repay the plaintiff the cost of the car, plus $500 attorney's fees and $500 annoyance and inconvenience fees (AA, Nov. 2).

■ The suit was brought by Arthur J. Cobb, a Baton Rouge lawyer, who named AMC and Capital Rambler Co., Baton Rouge, the dealer, as co-defendants. Mr. Cobb's partner in the law office of Cobb & Breuer handled the case.

Mr. Breuer argued, according to Mr. Cobb's statement to AA today, that Mr. Cobb had purchased his 1957 six-cylinder Rambler largely on the basis of AMC ads reporting that a Rambler test car had achieved 32 miles per gallon in a New York-to-Los Angeles test run in 1956. Mr. Breuer also argued, Mr. Cobb said, that the first impression given by the ads—that Ramblers achieve 32 miles per gallon—is the essential message of the ads.

Mr. Breuer produced records of

(*Continued on Page 92*)

"Tigers are not for sleighs"

SANTA CLAWS—*This patched-up Santa will appear as a page in Chicago and Indianapolis dailies in December. It is one in a continuing series of off-beat ads Oklahoma Oil Co. is running. Needham, Louis & Brorby, Chicago, handles the account.*

ECAP Testimony Ruled Out Again; Fast Ruling Seen

Testimony Rejected by FPC as 'Irrelevant'; Court Test May Loom

WASHINGTON, Nov. 24—Attorneys for 76 electric power companies failed during a two-day hearing this week to get a Federal Power Commission hearing examiner to admit testimony explaining why ECAP (Electric Companies Advertising Program) uses ads attacking public power.

Utilities had 36 witnesses on hand to say that anti-public power ads are reasonable and necessary because public power is a major competitor and threat. With Hearing Examiner Edward B. Marsh rejecting testimony about the

(*Continued on Page 91*)

4A's Moves to Tighten TV Copy Interchange

Monitoring Service Replaces Old Technique, Ill-Adapted to Medium

NEW YORK, Nov. 27—The American Assn. of Advertising Agencies, concerned about the tv quiz scandals and the renewed government interest in tv commercials, has moved to make its copy interchange more effective in television areas.

Early this week the Four A's sent out a letter from Robert M. Ganger, chairman of the association and of D'Arcy Advertising Co., asking member agency presidents to reexamine present and contemplated commercials.

Included with the letter were a folder and a bulletin, which reported that the Four A's interchange operation had taken a significant step forward in its handling of commercial problems. It will now employ a monitoring service.

■ The interchange has historically been effective in dealing with print advertising, and considerably less so in broadcast media. Part of this is inherent in the mechanism of the interchange. An advertisement could be circulated easily to the members of the interchange committee, and its vote and individual comments (masked as to identity) sent to the originating agency. This was quite difficult in tv.

The members of the interchange always have confined themselves to judgments of taste and whether an ad was obviously misleading. They deliberately avoided judgments of fact, leaving these to the better business bureaus and Federal Trade Commission. Usually, because of the stature of

(*Continued on Page 8*)

Wexton Loses; Dodge Dealers of N. Y. Split

Grant Reportedly to Get Hunk of Fractured Account It Helped Form

NEW YORK, Nov. 25—One year ago last week, the Wexton Co. startled automobile admen by scooping up the "$1,000,000" account of the recently formed Dodge New York Retail Selling Assn.

The story made news for several reasons. Wexton was an agency with under $5,000,000 billings and, in fairy tale fashion, it had beat out bigger contenders like Grant Advertising and Warwick & Legler.

Second, it was Grant—the national agency for Dodge—that had helped form the regional association two months earlier and had all but announced that it would be handling the account, as it did nearly all other regional accounts across the country.

■ The president of the dealer group said Wexton was chosen because it had presented the "best sales program." The jubilant agency called a press breakfast to announce the plum, and president Larry Schwartz said the up-

(*Continued on Page 91*)

Biddle Adds Two Execs, $800,000 in New Accounts

Morrow, Stone Increase Chicago Office; Losers: MacFarland; Henri, Hurst

CHICAGO, Nov. 25—Biddle Co., Bloomington-based agency, is expanding its Chicago staff, including the addition of two executives who brought with them an estimated $800,000 in new business.

Tim Morrow, formerly vp of MacFarland, Aveyard & Co., and before that head of his own agency, has been named vp and supervising director of the agency, with headquarters in Chicago. He also becomes a board member.

Alfred Stone has joined as vp and manager of the Chicago office. He formerly was a vp at Henri, Hurst & McDonald. He succeeds vp Robert McCain, who has resigned to join another Chicago agency.

Mr. McCain said he would announce his new job in mid-December. He has been Chicago office manager for Biddle since February, 1958.

Among the accounts coming in from Henri, Hurst and from MacFarland, Aveyard are Coralware Mfg. Co., Chicago (HH&M); Scolding Locks Corp., Appleton, Wis. (MacFarland); Hild Floor Machine

(*Continued on Page 92*)

Polite Refusals Greet Larmon TV Image Plan

CBS, ABC 'Can't Delegate Responsibilities'; NBC Gives Qualified Okay

NEW YORK, Nov. 27—The battle over who is to control television programming in the face of the industry's current public relations difficulties grew more intense this week:

• CBS says it must be the master of its own house.

• NBC reportedly is going to appoint an advisory committee of leading figures to help review the network's policies and standards.

• ABC says nothing officially at the moment, but appears to be closer to the CBS position than to NBC's.

■ These developments grew out of a secret meeting held Nov. 13 in a New York hotel. In attendance were Sigurd S. Larmon, chairman of Young & Rubicam, and a group which he had invited to the session. The group consisted of ABC's Leonard Goldenson and Oliver Treyz, CBS' Frank Stanton and NBC's Robert W. Sarnoff and Robert E. Kintner.

Mr. Larmon reportedly advanced the idea that all segments of the industry—advertisers, agencies and packagers as well as networks and stations—should play a role in helping to chart the future course of tv.

The head of one of the country's most powerful agencies argued that "areas of television other than the networks should not and cannot deny their stake in the future of television, nor put the whole responsibility for action on the networks."

He suggested that advertisers, agencies and broadcasters join forces to set up a "public policy committee" of national leaders from various fields to review television's standards and policies. His proposal was outlined in a memorandum which has not at this date been released to the press. A reaction before Nov. 18 was requested.

■ CBS turned down the plan, maintaining that a network must accept unshared responsibility for

(*Continued on Page 92*)

Last Minute News Flashes

Narragansett Brewing Shifts to Doherty, Clifford

CRANSTON, R. I., Nov. 27—Narragansett Brewing Co. has named Doherty, Clifford, Steers & Shenfield, New York, to handle its Narragansett and Croft beers, beginning Jan. 1. Cunningham & Walsh has had the account since 1951, when it succeeded Standish Inc., which had handled the brewery for 46 years before the agency was liquidated at the end of 1951.

Pullman Standard Leaves Fuller & Smith & Ross

CHICAGO, Nov. 27—Pullman Standard (formerly Pullman Standard Car Mfg. Co.) has moved out of Fuller & Smith & Ross. The account, AA learned, may go to Waldie & Briggs, following Edward J. Lauesen and W. R. Ceperly, who resigned from F&S&R to join Waldie & Briggs (AA, Oct. 12, Nov. 23).

Harris to Robertson, Buckley from Adams & Keyes

NEW YORK, Nov. 27—Adams & Keyes is expected to announce a new manager for its Chicago office soon, to replace Carl Harris, who leaves Dec. 31 to join Robertson, Buckley & Gotsch, Chicago. Mr. Harris reportedly is taking with him the Dearborn Chemical Co. account, which bills about $100,000 annually.

(*Additional News Flashes on Page 91*)

Whose Ice Cube Is Glass? . . .

FTC to Eye Dubious Demonstrations, Unfair TV Treatment of 'Product X'

In Session with ANA Kintner Says Advertiser Has 'Strongest Weapon'

NEW YORK, Nov. 27—The Assn. of National Advertisers today warned its members that the Federal Trade Commission has its eye on two major areas in tv advertising: (1) Competitive claims and the question of whether Product X gets a fair shake; (2) test demonstrations that are supposed to prove how much better one product is than another.

The word-to-the-wise alert came in the form of a report covering the Nov. 16 meeting of ANA representatives with FTC chairman Earl Kintner and two of his aids.

An ANA delegation, headed by Donald S. Frost, vp of Bristol-Myers and ANA chairman, requested the private meeting with the FTC officials "to seek clarification on standards for tv visual presentation."

The mood of the session, as recapitulated in the ANA's report to its members and to the press, was set by Mr. Kintner, who said in effect:

"This is a time of crisis for advertising and tv. There has undoubtedly been slow improvement both through self-regulation and government regulations over the years, but exceptional steps are required now."

■ Mr Kintner indicated that the FTC is going to take such steps

(Continued on Page 92)

FTC's Kintner 'Confident' Ad Self-Rule Suffices

FTC Head Indicates Belief Tougher Laws May Be Unnecessary

CHICAGO, Nov. 25—Government concern over the advertising business, Federal Trade Commission Chairman Earl E. Kintner is "confident," will stop short of regulatory legislation and new administrative rules. Speaking before the Chicago alumni chapter of Alpha Delta Sigma, professional advertis-

(Continued on Page 92)

Agency Commission Plan Is Obstacle to Use of Business Papers: Koehler

Le Roi Exec Tells NBP Agency's Role Hinders Advertiser Understanding

CHICAGO, Nov. 24—The sooner the 15% agency commission system is dropped, the closer business publications—as well as other media that grant this commission—will come to gaining the acceptance and respect they want from advertisers, Richard H. Koehler, general sales manager of Westinghouse Air Brake Co.'s Le Roi division, Milwaukee, told a business paper meeting here today.

Talking to a Chicago regional conference of National Business Publications, Mr. Koehler said that the 15% arrangement tends to perpetuate a wall between a medium and the advertiser. Under the system, he said, a medium's value becomes best known to the agency that buys it, rather than to the advertiser who ultimately decides on media use and pays the bill.

This being so, he continued, advertisers feel some uncertainties and doubts about the media they're paying for. And this uncertainty hurts business publications as much as any other medium, he said.

■ Advertisers aren't particularly interested in the history behind this novel method of paying for services, he emphasized. Advertisers are accustomed to—and prefer—buying services and paying those who perform them according to the quality of the service, he pointed out. This is the way they pay for legal, personnel, engineering and other kinds of service, he

(Continued on Page 93)

J. CLIFFORD BALSON, *former director of media and research, has been named vp and manager of the Toronto office of McKim Advertising.*

Raithel Ninabuck Merrill Blunt

HARVEST TIME—*Among those at the annual Farm Harvest Party, sponsored by farm publication representatives in Chicago, were Walter Raithel, Batten, Barton, Durstine & Osborn; Don Merrill, Successful Farming; L. C. Blunt, International Harvester Co., and a former co-worker of his, W. L. Ninabuck.*

In Preparation H Case, TV Code Wins Some Ground in Warfare of Attrition

NEW YORK, Nov. 25—Can the telecasters—as they insist they can, whenever outsiders call for a clean-up—police their own industry through the tv code of the National Assn. of Broadcasters?

The most clear-cut test of the strength of the industry self-regulation organization has been the battle to keep hemorrhoid treatments, specifically Preparation H, off the air as a product category unsuitable for the living room medium.

This battle is still going on, with no definite sign as to its outcome. There are strong pockets of strength on both sides.

Whitehall Laboratories is managing to spend more than $1,000,000 a year for Preparation H on tv, despite the industry ban against this type of intimate personal product. Ted Bates & Co. has the schedule running on approximately 145 non-code stations—a lineup almost as large as it was before the code board cracked down on hemorrhoid tv advertising last spring. About 35 stations chose the money in preference to the NAB code seal.

■ The code board, on the other hand, was able to wipe the Preparation H schedule off 46 stations, which chose the industry good conduct emblem over this spot business. The industry ban has succeeded in keeping the product off tv completely in such major markets as Baltimore, Cleveland, Cincinnati, New Orleans, Dallas, Fort

(Continued on Page 8)

Pazo Suppositories Shift to Gardner

ST. LOUIS, Nov. 27—Grove Laboratories has switched the advertising of Pazo suppositories and tubes to Gardner Advertising Co., effective Jan. 1. The account bills more than $500,000, and had been handled by Cohen, Dowd & Aleshire. Under the new setup, David P. Ferriss, vp of Gardner, will be account supervisor and Jack L. Helm Jr. account executive.

Grove's agency lineup will now be: Gardner—Pazo, Bromo Quinine cold tablets, No-Doz tablets, several products being test marketed; Cohen, Dowd & Aleshire—4-Way cold tablets, Fitch shampoo and test market products; Doherty, Clifford, Steers & Shenfield—Ammens foot powder, Minit-Rub and test products. #

French Line Shifts Canada Ads to Cockfield

MONTREAL, Nov. 25—Cockfield, Brown & Co. Ltd. has copped what all the major advertising agencies here have been angling for this year—the Canadian advertising and pr account of the French Line (La Compagnie Generale Transatlantique, Paris).

Until now the French Line's advertising in Canada was handled by N. W. Ayer & Son, which retains the U.S. portion of the account.

Present advertising plans in Canada call for wide coverage in key publications, with special accent on the French-Canadian market. For the latter the campaign will draw especially on the French creative facilities of the agency.

R. H. Cooper has been named account supervisor and Pierre Renaud account executive. It is expected the line will have one of its ships operating out of Montreal by 1961. At present all its transatlantic voyages are out of New York. #

Gillette Won't Let NBC Drop Low-Rated Fights

NEW YORK, Nov. 25—Gillette Safety Razor Co. and its agency, Maxon, have been engaged with NBC in a tug-of-war over the future of the Friday night fights.

The network has indicated in several "amicable" discussions with Gillette that it would prefer dropping the weekly boxing event from its radio and tv schedule. An NBC spokesman indicated that the network is not too happy about the beating in tv ratings the fights have been receiving from its opponents on the other networks. CBS' "Twilight Zone" and ABC's "Detectives" have been winning most of the rounds lately.

NBC reportedly also is uneasy about the gangster elements in big boxing. And the fights have not been a profitable venture for NBC.

■ Gillette, on the other hand, is satisfied with the fights. A spokesman for the razor company has said that the boxing event is the highest rated of all regularly sponsored sport shows and fares quite well against its competition in its second half-hour.

Gillette's attitude about the underworld characters who have tarnished boxing is that the company has neither the power nor the ability to control the promotion of the sport. The razor maker, a heavy sponsor of sporting events, advertises on the fights in the same way it does on other sports, with no jurisdiction over the game, he said.

■ Besides, the razor company looks upon the fights as its last male stronghold in a world dominated by female viewers. The fights, the sponsor maintains, are the only tv program, westerns not excluded, which is watched by more men than women.

Gillette's contract for sponsorship of the fights has two more years to run, so NBC would have to have a very sound reason for dropping the show. Besides, the network would not want to antagonize such a good client—Gillette also sponsors the World Series and the Rose Bowl game on the network. #

I. J. Segall Agency Moves

I. J. Segall Advertising, New York, has moved to 15 E. 40th St.

Highlights of This Week's Issue

American Motors Corp. appeals "expressed warranty" advertising case ..... **Page 1**

Tim Morrow, formerly vp of MacFarland, Aveyard & Co., and Alfred Stone, formerly vp at Henri, Hurst & McDonald, join Biddle Co. as vps. ..... **Page 1**

French Line shifts its Canadian advertising and pr account from N. W. Ayer & Son to Cockfield, Brown & Co. Ltd. ..... **Page 2**

Assn. of National Advertisers is warned that the Federal Trade Commission has its eye on competitive claims and test demonstrations that are supposed to prove one product is better than another. ..... **Page 2**

Upjohn Co. launches campaign for its new products, Special Formula 17900 Forte. ..... **Page 3**

Lanolin Plus establishes new subsidiary in Chicago, LP Laboratories, to introduce three new products, and launches new color shampoo with a major campaign. ..... **Page 3**

International Nickel Co. will double its campaigns for stainless steel in 1960 ..... **Page 4**

George F. James, senior vp-finance, Socony Mobil Oil Co., warns that the prospects for business expansion abroad depend today on the ability to resist protectionism. ..... **Page 18**

Industrial Advertising Research Institute publishes study on "Motives in Industry". ..... **Page 20**

Red Owl Stores will open three units in Chicago suburbs before Dec. 31. **Page 22**

A. C. Nielsen Co. reports consumer deals in grocery buying have increased about six times as fast as the total U.S. grocery volume since 1955. ..... **Page 24**

Life wins three awards in the third annual Maggie Awards competition. ..... **Page 30**

National Assn. of Transportation Advertising will launch campaign for the transit advertising medium early in 1960. ..... **Page 30**

Advertising potential of the 1964 World's Fair is called tremendous ..... **Page 32**

Worth Kramer, exec vp and general manager of WJR, Detroit, recommends to the broadcast industry seven steps to public acceptance. ..... **Page 33**

Two agency men introduce new weighing machine, ADver-dupois, that serves as an ad medium. ..... **Page 44**

Industry plans to spend $37.3 billion for new plants and equipment in 1960, a 10% increase over '59, McGraw-Hill reports. ..... **Page 48**

Pierre Crenesse, director for North America of Radiodiffusion-Television Francaise, says the French think of television as an art, not an industry. **Page 52**

Federal Trade Commission rules that three major gas companies used illegal pressure to induce service stations to push favored brands of tires, batteries and accessories. ..... **Page 53**

Barnaby & Associates study reveals most agencies buy singing commercials from independent producers. ..... **Page 54**

Robert Hurleigh, president of the Mutual Broadcasting System, calls for a single, understandable, workable system of broadcast audience measurement. ..... **Page 58**

Time Inc. rejects invitation by NBC's Robert W. Sarnoff to disengage itself from the network, but acknowledges it hasn't done utmost to improve tv. ..... **Page 64**

Franklin B. Evans, assistant professor of marketing, graduate school of business, University of Chicago, discusses the theory of brand image. ..... **Page 75**

University of Michigan students in an on-the-job training program at Campbell-Ewald Co., find functional package design is more important than premiums or coupons in merchandising cereal ..... **Page 84**

Procter & Gamble Co. and Procter & Gamble Distributing Co. deny they have used illegal exclusive dealing contracts to induce washing machine manufacturers to pack samples of Tide, Dash and Cascade in their machines ..... **Page 88**

FIGURES TO FILE

Nielsen Net TV ..... Page 46
Farm Publication Linage .. Page 62
Net TV Gross Time ..... Page 72
Chain Store Sales ..... Page 84

REGULAR FEATURES

Advertising Market Place 94
Along the Media Path 86
Art Director's Viewpoint 80
Coming Conventions 54
Creative Man's Corner 76
Editorials 12
Getting Personal 16
Information for Advertisers 42
Obituaries 66
Peeled Eye Dept. 82
Photographic Review 68
Rough Proofs 12
Salesense in Ads 82
This Week in Washington 34
Voice of the Advertiser 56
What They're Saying 12

NAB Told How Rate Adherence Aided Station

Public Service, Rate Toughness Doubled WEJL Billing in Eight Years

SEATTLE, Nov. 24—A combination of public service, and a rigid policy on rates and deals was advocated as a course of successful radio station operation here by Cecil Woodland, general manager of WEJL, Scranton, Pa.

Mr. Woodland, who spoke to the regional meeting of the National Assn. of Broadcasters, told the group that WEJL's billing had increased 107% in eight years. He urged the station men to get into public service—and to meet the business men of their communities in the process.

Last year WEJL attracted attention with a mailing to advertisers, phrased as a "warning," which said in part (1) that no competitor's ad would be used within 30 minutes of a given advertiser's commercial; (2) that there

(Continued on Page 95)

Lane Publishing Sets New Magazine, Book Subsidiaries

MENLO PARK, CAL., Nov. 24—Lane Publishing Co. will form two new subsidiaries Dec. 1 to operate its magazine and book publishing enterprises.

Lane Magazine Co. will own and operate *Sunset Magazine*. Officers are L. W. Lane Jr., president and publisher; Melvin B. Lane, vp and business manager; Proctor Mell-

L. W. Lane Melvin Lane

quist, vp and editor, and Howard Willoughby, exec vp and San Francisco manager.

Lane Book Co. will own and operate the book publishing business. Melvin B. Lane is president of the book operation. Other officers are L. W. Lane Jr., vp, and George Pfeiffer III, vp and general manager.

L. W. Lane Sr. will continue as chairman of the board and president of the parent company and will serve as board chairman of the two new subsidiaries. #

Lanolin Plus Sets Huge 6-Media Push for New Shampoo

NEW YORK, Nov. 25—Lanolin Plus has set up a new subsidiary in Chicago, LP Laboratories, to introduce three new products, and in addition is launching a new color shampoo with a major campaign.

A stepped up multi-million dollar advertising campaign is said to be the largest in the company's 14-year history. It embraces a special holiday drive on Rybutol as a Christmas gift—365 days of Rybutol in a special package valued at $20 for $9.99.

The LP Laboratories operation is headed by Les Sauers, president. He was formerly vp in charge of sales of Lanolin Plus. Last spring LP Laboratories purchased Dr. Hostetter's Tonic, Pittsburgh, moved it to Chicago, and is now marketing the stomach remedy as the first of its new line.

■ The second product, Wash 'N Set Lotion Waving shampoo, is also on the market now. Spot radio and television, Sunday supplements, newspapers and business papers are being used for both products. A third new product is reported in the works but its identity has not been revealed.

At the Newark end of the Lanolin Plus business, Wash 'N Tint, a new color shampoo, is being introduced nationally this month, following a six-city test campaign. To support the introduction, Lanolin Plus said it is using more than 5,000 tv and radio spots weekly in 163 markets.

In addition, large space newspaper ads are being scheduled in the same number of markets. Magazines, business papers, Sunday supplements and point of sale displays will also be used to sell the $1.50 item. Erwin Wasey, Ruthrauff & Ryan is the Lanolin Plus agency.

Unlike most shampoos, Wash 'N Tint is said to be acid, rather than alkaline, in character. #

Nantucket Names Frost Co.

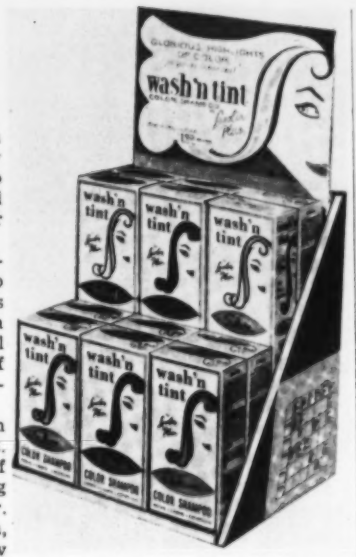
Nantucket Island, Mass., has appointed Harry M. Frost Co., Boston, as its agency. A campaign extolling the charm of Nantucket as a vacation center is planned for next year and includes newspapers, magazines and radio.

Levy Adds Textiles Ltd.

Textiles Ltd., Newark, has appointed Levy Advertising, Newark, to handle advertising for Fiberite #175, a new synthetic fabric for fender covers for industrial laundry use.

Lake Erie to Pairan/Shepard

Lake Erie Flexicore, Kent, O., maker of pre-stressed concrete building slabs, has appointed Pairan/Shepard Advertising, Akron, O., to handle its public relations and advertising.



DISPLAY—*Displays like this will be used in the introduction of Wash 'N Tint.*

'Life Cycle' Plan of Marketing Is Told by Hopkins

McCann Exec Explains to AMA That Concept Helps Convince Managements

LOS ANGELES, Nov. 24—"Marketing people must learn how to communicate with top management," asserted David J. Hopkins, vp and manager of McCann-Erickson, Los Angeles, speaking before the American Marketing Assn. chapter here last week.

"Since profit contribution is what top management looks for in any expenditure, profit is the language of top management. Therefore, we

(Continued on Page 95)

Explanations of Magazine Publishers on 'Inconsistencies' Don't Suit BBDO

Agency's Maneloveg Questions Reasoning on Cost Problems

NEW YORK, Nov. 24—Batten, Barton, Durstine & Osborn—which asked magazines last month to explain certain "distressing inconsistencies" in recent rate increases (AA, Oct. 26)—said today it is still unhappy despite publishers' explanations.

In October, the agency mailed letters asking magazines why "one publisher can announce new circulation heights with no addition in cost per 1,000 while another increases his drastically." BBDO also wondered why some publishers could eliminate bleed charges and could offer split runs at nominal cost while other magazines "jump prices with little regard for the advertiser."

Herbert D. Maneloveg, associate media director at BBDO, today told ADVERTISING AGE that after reviewing a raft of responding letters, explanations of higher rates "don't make us less unhappy."

■ "It seems to be the general opinion of most magazines that they are caught in a squeeze for profits and there is nothing they can do about it. They say they are averaging a profit of only about 1.5% and that there are unsolvable problems that apparently must be passed off to the advertiser. The major ones are the postage increases, merchandising the magazines must do for advertisers and the higher costs of producing magazines." Mr. Maneloveg said that while he can sympathize with some magazines on cost problems, he questioned whether all their reasoning is sound.

"For example," he said, "nearly all magazines say, 'Well, the cost of living has gone up.' One smart publication even took BBDO's client list and showed how much product prices have increased.

"This is a cozy little trick, comparing cost of living to cost per 1,000—but we still don't know what one has to do with the other.

■ "Another thing we don't see as totally justified is why cost per 1,000 must vary so widely. Some

(Continued on Page 96)

BBDO Dissects Radio-TV Rates, Scraps Letter

Mr. Maneloveg said that BBDO had planned a similar letter to broadcasters (AA, Nov. 16) but had scrapped the idea after an investigation into the rate structure of broadcast media.

"Broadcast media are a very different beast," he said. "While national magazines have to be somewhat competitive, broadcasters can charge pretty much what they want. They have a trick of keeping the prime rate fairly constant, but then start juggling around hot little things like minute spots in fringe time. Last year, for example, IDs were hot, now they juggle daytime and fringetime rates. One station reported an increase of only 11% of prime rates, while dropping daytime 23%. But fringetime—the hot commodity this year—shot up 227%.

"This is the phoniest way of setting rates," he said. #

Upjohn Pop-up Ad to Sell Vets on Mastitis Remedy

KALAMAZOO, Nov. 24—Upjohn Co., one of the nation's largest pharmaceutical producers, has launched what it calls the "strongest ad campaign ever aimed at the veterinary profession" to promote its new product, Special Formula 17900 Forte.

Forte, a wondrous wonder drug, is a combination of three antibiotics and two steroid hormones for treatment of mastitis in dairy herds. This disease, an inflammation of the mammary glands, costs dairy farmers an estimated $200,000,000 a year.

This combination has been marketed previously by Upjohn as Special Formula 17900 but the drug's potency has now been "vastly increased" and the company decided to embark on a blockbuster drive to introduce the new Forte version.

W. John Upjohn, director of veterinary advertising for Upjohn, explained:

■ "The veterinarian sees several salesmen selling mastitis products every week. Therefore, to get Forte off to a good start, we conducted a special sales conference on the product and mapped plans to follow this up, so that every few weeks vets will be exposed to something rather unusual in the way of advertising."

Perhaps the most "unusual" feature of the current introductory campaign is an ingeniously designed collapsible cube which tells the product story: "Every cubic inch of milk producing capacity lost to mastitis means an estimated loss of 15 lbs. of milk per year."

This cube, developed by Jannes

(Continued on Page 96)

It's No Longer Man's World at Thompson; Women Outnumber Men, (Mr.) Strouse Says

NEW YORK, Nov. 25—Who says advertising is a man's field? Of the 1,509 people in the New York office of J. Walter Thompson Co., 819 (54%) are women.

The source of these statistics (except the percentage, which was figured by ADVERTISING AGE) is Norman H. Strouse, JWT president, speaking before an advertising career conference sponsored by the Advertising Women of New York last Saturday.

In listing the jobs held by women at JWT, Mr. Strouse said that for the "writing of advertising, which is the most important activity in an agency, we have an unusually strong women's group"—36 women writers and nine women group heads, four of whom are vps.

■ Also on the distaff side at the agency are the fashion director, casting director for commercials, director of contract preparation for tv talent, head of the media estimating group, head of tv and radio traffic, the expert on tv and radio ratings, women's personnel director, the purchasing manager, who also supervises the mail room, two assistant treasurers, two associate media directors, and ten media buyers.

On the legal staff, the copyright and trademark expert is a woman, he said, while various divisions of the accounting departments are also headed by women. The physical maintenance of the agency "including as many square feet as in all of Lever House" is also under the direction of a woman.

Although he said he had been warned not to stress secretarial jobs as an opening opportunity in advertising, Mr. Strouse said he couldn't resist it, "as I got my first job in advertising 35 years ago only because I was a secretary.

"Four years later, I was hired by Thompson, over other candidates, for a media job because I could type," he said. #

FORTE DRIVE—*Full pages, in two colors and b&w, will run in 14 veterinarian magazines to promote Upjohn's Special Formula 17900 Forte drug for mastitis.*

Advertiser Finds Media Like News—if Accompanied by Insertion Order

5% of Quiz Returns—Mostly Smaller Stations, Newspapers—Cite Ad Tie

NEW YORK, Nov. 25—This is the story of a survey recently made by one of the nation's top ten advertisers, a company with an ad budget substantially above $25,000,000 a year.

The study involved sending questionnaires to thousands of daily and weekly newspapers, magazines and radio stations. Questionnaires explained that the company's publicity bureau wanted a guide on how to tailor releases to individual media. They asked to whom publicity material should be addressed, and asked the media to circle types of stories or pictures they might be able to use.

■ The company told ADVERTISING AGE today that 5% of the returns—1% of the mailing—asked for advertising support. These responses included, "Why send anything? We never get your ads," and "Since we receive no adver-

(Continued on Page 36)

Movie Folk Accept Ad Art-Copy Code, Tulsa Dailies Report

TULSA, Nov. 24—The *Tulsa Tribune* and *World* have joined to establish a code of decency for movie ads appearing in the two newspapers.

Jenkin Lloyd Jones, editor of the *Tribune*, said newspapers are in part to blame for the objectionable ads which have appeared, but he said local theater owners and managers, regional film distributors and movie studios must share the responsibility.

The newspapers drew up a list of regulations governing the content of movie ads, then discussed them and explained them at a luncheon with theater managers and film distributors.

Mr. Jones said theater owners "have been so cooperative in upgrading their ads that we have had to refuse only one ad, and we've censored very few others."

Among the *World* and *Tribune* regulations:

• **Art:** "No illustration will be accepted in motion picture advertisements which states, implies or suggests conduct which by normal standards is considered to be morally and/or socially unacceptable."

• **Copy:** "No copy or headline will be accepted . . . which states, implies or is suggestive of conduct which by normal standards is considered to be morally and/or socially unacceptable." #

Industrial Publishing Finds Double Audit Confuses; Drops VAC

CLEVELAND, Nov. 24—Industrial Publishing Corp. has discontinued its VAC audits. During the past year, five of IPC's ten magazines have been audited both by Verified Audit Circulation Co., Los Angeles, and Business Publications Audit of Circulations, New York.

Lester P. Aurbach, exec vp of IPC, said that the VAC audits represented an experimental extension of the corporation's regular BPA audits, but that "reactions from agencies and advertisers indicate that the additional audits were confusing rather than helpful."

Industrial Publishing Corp. was a founding member of BPA, and all ten of its magazines are audited by BPA.

The five magazines that have discontinued VAC audits are *Applied Hydraulics & Pneumatics, Material Handling Engineering, Modern Office Procedures, Occupational Hazards,* and *Refrigeration & Air Conditioning Business.*

IPC's five other magazines are *Industry & Welding, Material Handling Illustrated, Power Transmission Design, Precision Metal Molding,* and *Welding Illustrated.* It also publishes several directories. #

GLEAMING—*International Nickel Co. is running this color spread in the Feb. 6 Saturday Evening Post and Feb. 16 Look with the theme, "Surround yourself with nickel stainless steel." The secondary theme is, "Inco nickel helps make stainless steel perform better."*

International Nickel Repeats Successful '59 Steel Push in '60

NEW YORK, Nov. 24—International Nickel Co.'s promotion of stainless steel this year proved to be so successful that the company is doubling the campaign for next year.

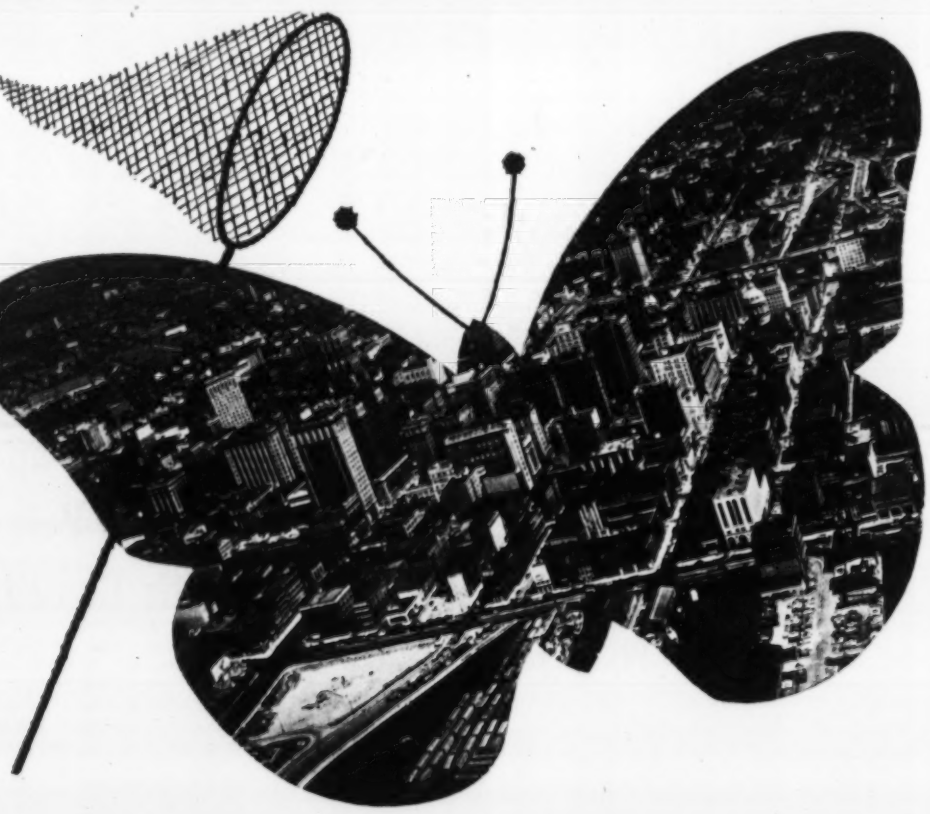
The campaign will start in February, with 61 department stores participating, compared to 32 stores in 1959. The theme will again be: "The Gleam of Stainless Steel."

National advertising will start with a color spread in the Feb. 6 issue of *The Saturday Evening Post* and the Feb. 16 *Look*. The same ad will appear in b&w during the second and third weeks of February in *Dun's Review & Modern Industry, Forbes, Newsweek, Time* and *U.S. News & World Report*. The campaign will also be promoted by 1,000-line insertions in daily newspapers and by commercials on the company's regular news broadcasts on 34 radio stations.

■ Stores are being provided a ten-part advertising, merchandising and traffic-building program on an exclusive-in-each-market basis. Included are display panels, posters, sales training films, radio spots, window and in-store display ideas, selling suggestions and card toppers for counters and tables.

The company estimates that over $400,000,000 worth of stainless steel consumer products will be sold at the retail level in 1959.

The Marschalk & Pratt division of McCann-Erickson is handling the advertising, while Sales Communication Inc., the marketing affiliate of McCann, created the promotion and presented it to each store. #



easy to capture

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown—roughly the ABC city zone—making Baltimore a *uniquely compact* market.

An estimated 92% of the total Baltimore market retail sales are made in this same compact area, making it a *highly productive* market (America's 12th largest, in fact).

Baltimore's centralized growth in the past 20 years has added half a million people (about equal in size to such complete cities as Miami or Rochester)—making it an *ever-growing* as well as a compact, rich market.

Contact with this compact market now, as always, can best be established by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's compact city zone. With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299 — Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

15th Market in Total Retail Sales

Stands Out in Furniture, Household and Radio Sales

Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells more furniture, household goods and radios than Charlotte, trails just behind such primary markets as Nashville and Richmond. 42% gain 1958 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—
79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

"The Prudent Man" wants to know...

You can't help but be impressed by the Prudent Man's ability to "cut through." As Chairman of the Board or President of a large business enterprise, he is faced every day with pages of facts and masses of figures. Yet he quickly cuts through to the very heart of the matter. Then he asks the questions that clear the air for action.

Perhaps the questions are about a new plant. The Prudent Man wants to know: Why is it necessary? How much will it cost? Should so much money be concentrated in one investment? Will this plant fit into our plans for growth and diversification? How will it affect current profits?

Advertising plans, of course, come in for the same kind of pointed questioning. This is only natural because advertising is one of his company's largest and most crucial investments.

To The Prudent Man the selection of advertising media has always been of paramount concern.

For example, he is familiar with the vast opportunities in television. But he is just as familiar with its pitfalls. He remembers, for instance, recent testimony given before the Federal Communications Commission. A prominent television executive admitted that during the past 3 years the casualty rate among TV shows has been about 70 per cent.

So today, the first thing the Prudent Man wants to know about his advertising program is this: Are we really justified in putting so many of our advertising dollars into a medium as risky as television? Shouldn't more of our dollars go into print?

Behind this searching question lies his responsibility to the basic principle that governs all sound financial investment—the "Rule of Diversification." That is why he will not feel secure about his advertising investment unless the more speculative risks in television are balanced by the stability of print.

The Prudent Man will know...

. . . that print is the most stable of all advertising investments.

. . . that leading magazines and newspapers are the "blue chips" of print.

. . . that with THIS WEEK Magazine as a basic investment, his company's advertising portfolio is soundly structured with the biggest "blue chip" of all.

A Legal Guide For The Prudent Man

"A fiduciary holding funds for investment may invest the same provided that investment is made only in such securities as would be acquired by prudent men of discretion and intelligence in such matters who are seeking a reasonable income and the preservation of their capital."

Section 21 – New York State Personal Property Law

This is an excellent guide for the Prudent Man in reviewing his firm's portfolio of advertising investments.

This Week MAGAZINE

– the Biggest 'Blue Chip' of all –
circulation more than 13,000,000

The Keystone of Prudent Advertising Investment

Drum-Beating, Bell-Ringing, Cigar-Throwing Power Leaves Stage as Chevy Ad Manager

DETROIT, Nov. 24—He came into General Motors as a song leader. He is retiring at the end of the present year as one of the most inspirational sales producers and stimulators the company has known, after 31 years with GM, most of it with Chevrolet (AA, Nov. 16).

He has been advertising manager of that division for the last 10 years. His name is W. G. ("call me Bill") Power, often referred to as the "Billy Sunday of the auto industry."

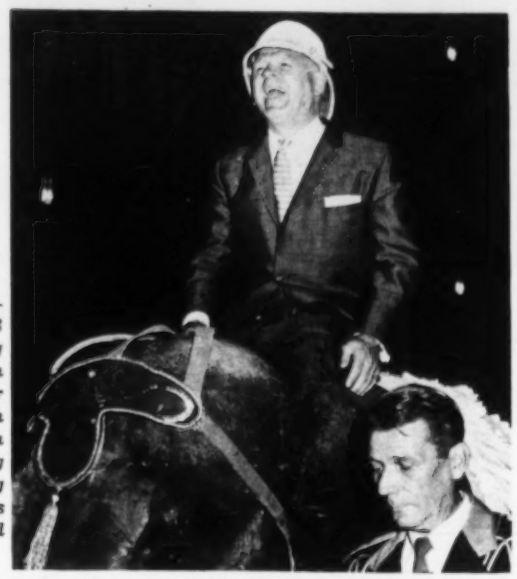
Although Bill Power, 63, has directed Chevrolet advertising for a full decade, he has a divided loyalty that takes him beyond the advertising profession. He would be the first to describe himself as a salesman, rather than advertising man.

"In all of my time with General Motors," he explains, "I almost always have been holding down two jobs. One generally has been in the sales or field organization, mostly in Chevrolet. The other has been as speaker, wherever and supporting whatever effort seemed in need of stimulation. When I took over as advertising manager 10 years ago this did not change, until very recently."

■ Bill Power's last big road campaign, on behalf of all auto sales in general, not just Chevrolet or General Motors, came when he took the stump in the American Newspaper Publishers Assn.'s "Auto Buy Now" drive in the spring of 1958. He was ordered to desist from such efforts shortly thereafter, when his heart kicked up temporarily.

Anyone who has seen Bill Power in action will attest to the fact his was no job for a person who had cause to worry about a heart condition. He never shook a finger when waving a clenched fist was possible, nor modulated his voice when a roar would fit in better. He rarely hid behind a podium, but would stride the length of a platform. He has been known to leap up on a speaking table, or go down on his knees thereupon, if the move suited the message he was putting forth.

"Advertising? I am a strong believer in use of advertising, in all shapes and forms and in all media, if it will help the salesman do his job," says Mr. Power. "When I first came into the automobile business, advertising was much more limited and diversified than now, and money spent was much more limited. I was hired by the late Richard H. Grant, then sales manager of Chevrolet, who can be described as the man who put the modern sell into the auto business. His viewpoint, that what it takes is 'get out and sell,' has been my own over the years.



PUKKA SAHIB—*During a 1958 "You Auto Buy Now" campaign rally, Bill Power rode into Madison Sq. Garden in New York using one of Ringling Bros.' elephants at a rally held there.*

"You can say I was hired for my ability as a song leader. At the time I was recreation director for the Industrial Fellowship League in Flint, now the Industrial Mutual Assn. there, which is a civic city-wide organization for general community benefit. I was leading songs at a meeting Mr. Grant was to speak at. He persuaded me to join Chevrolet, with the assignment of waking up sales meetings he had planned.

"That was my start. I was given a position as zone manager in the thumb area of Michigan, around Flint and Bay City, but I went far afield with Mr. Grant and others in meetings on behalf of Chevrolet sales. I have had a variety of other positions with Chevrolet since, and have served under a number of other outstanding Chevrolet sales leaders. I haven't been the opening song leader on too many occasions in recent years, but I always try to keep my audiences awake."

That is putting it mildly, for Bill Power. He has employed all of the gimmicks of an old-fashioned medicine show spieler, has clanked bells, sounded sirens, banged drums and blown whistles. He has thrown away golf balls, cigars, money or anything else that comes to hand. He has never left a drowsy audience.

■ On his last country-wide campaign, when he spoke for "Auto Buy Now," exhorting not only Chevrolet and GM dealers and salesmen but any competitors that might be present as well, Mr. Power first used a tinny, cheap and diminutive drum, that could scarcely be heard. This he would toss aside for a huge six-foot bass number he could hardly lift.

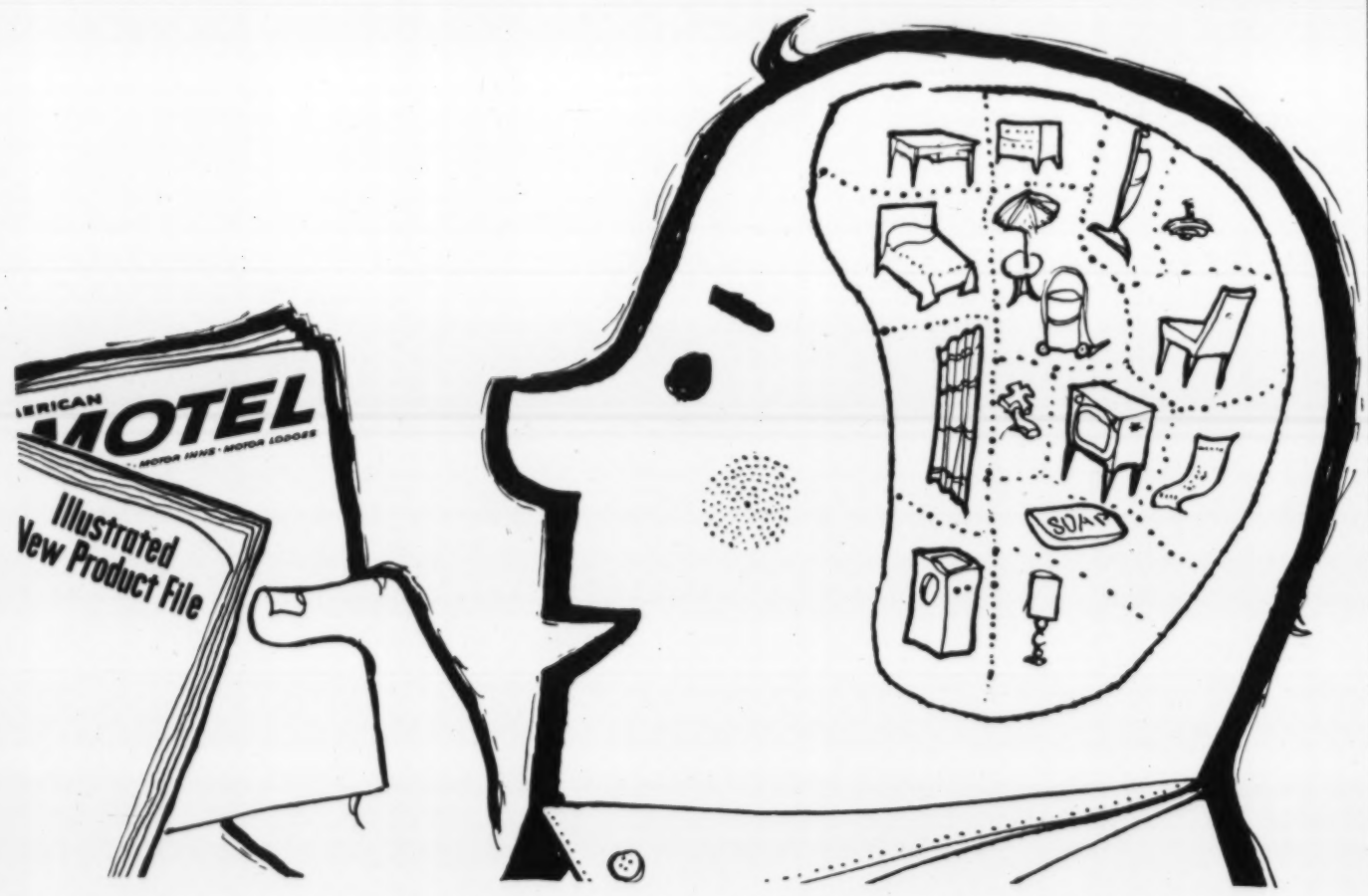
"I wanted them to get out and make themselves heard," he explains. He took the technique into 15 key cities during the campaign, preaching the gospel of going out and selling an automobile, any kind of automobile, to bolster the nation's economy, at somewhat of an ebb at the moment.

"The purpose of advertising, as I see it," says Mr. Power, "is to give the product visibility, make it known to the public, and create a desire to own it. It should serve to bring the potential buyer within range of the seller. That's about all you can expect. That's when you need the salesman. My aim has been to bring the two face-to-face and to stimulate the sales person to go out and grab the customer, just as much as to help implement and make effective an advertising program.

"I never have had cause to worry much about our advertising in Chevrolet. We have had a good agency, one that has been working on our problems for a long time. (Campbell-Ewald Co.)

■ "In talking to sales groups, I have rarely spent much time talk-

(Continued on Page 93)



What's on the motel manager's mind?

We're not mind-readers—but we *can* tell you.

All our issues are Readexed. Checking back we find that product information remains the motel manager's number one interest while he's reading our magazine. Consequently, this January we are turning over most of the issue to an Illustrated New Product File. We are selecting the outstanding new products for motels, classifying them for convenient reference and printing them on perforated pages . . . for easy tearing out and filing.

American Motel readers have the money to buy the products that are on their minds. Periodically the buying power of our readers is audited. Here is the latest tally:

	Number of motels audited as of 8/1/59	% of audited motels	Number of units	% of units
Under 9 units	1,024	10.2	6,452	2.0
9-19 units	3,926	39.2	56,951	18.1
20-39 units	2,607	26.0	67,588	21.4
40-99 units	2,036	20.3	118,648	37.7
100 or more units	426	4.3	65,583	20.8
Total	10,019	100.0	315,222	100.0

Number of the above known to have restaurants - 1,784

Average number of units - 31

● *Also included in the January issue is Section 1 of the American Motel Operations Encyclopedia. You'll be hearing more about this!*

ABC

AMERICAN MOTEL
MOTOR HOTELS · MOTOR INNS · MOTOR LODGES

Patterson Publishing Co.
5 South Wabash Ave.
Chicago 3, Ill.

1960 A BIG YEAR

3 LOOK studies show consumer optimism rising to a new peak...indicate increased demand for automobiles, appliances and other hard goods

If public confidence and plans to buy are barometers of future sales, America's hard goods industries stand today on the threshold of one of the biggest, broadest booms in history. For according to *three* national surveys, conducted for LOOK by three major research organizations, both confidence and buying intentions are at peak levels.

For example, in the fall of last year, LOOK's 1958 *National Automobile and Tire Survey* (by Alfred Politz Research, Inc.) revealed that 64.6% of the American public expected to be financially as well off or better off by the following year. In the 1959 study, just completed, that figure rose to 75.1%.

Meanwhile, the automobile market—bellwether of prosperity—displays strong signs of renewed vigor. With U. S. new-car sales climbing to about 6,000,000 in 1959, the LOOK automotive study points to sales of 6,400,000 to 6,700,000 units in 1960.

Big Year for Appliances, Too . . . Major appliances should account for a large share of the hard goods bonanza. In a measurement of buying intentions, LOOK's 1959 *National Household Appliance Study* (by Audits & Surveys, Inc.) reveals that 7,500,000 homes plan "definitely" or "probably" to purchase one or more major kitchen appliances within the next 12 months. Broken down, this represents a prime market for 3,600,000 refrigerators . . . 3,950,000 ranges . . . 1,050,000 dishwashers . . . 2,200,000 freezers.

Other major appliances do equally well in the survey, with 6,100,000 households putting clothes washers on their shopping lists and 4,250,000 planning to buy vacuum cleaners.

Confidence, Optimism, Sales . . . In the field last month, a third study of the American state of mind was conducted for LOOK by Dr. George Gallup's Public Opinion Surveys, Inc. While tabulations are incomplete, preliminary data strongly reinforce the images of confidence and optimism, the prospects for stepped-up buying.

The signs are favorable. The outlook is auspicious. Assuming a return to full production, the big question at this point seems to be not "Will hard goods sell next year?" but "Which brands will sell best?" And the answer to that question will rest to a great degree—as it has in the past—on the merits of the products involved and *on the relative impact of manufacturers' advertising and sales programs.*

Look Magazine . . . with its comprehensive market and media research, its unmatched cost-per-reader-household efficiency, its unique regional flexibility, its tremendous national reach into 16,850,000 households with an average issue . . . stands ready to help make the big year of 1960 an *especially* big year for you.

• • •

Reports on the national surveys mentioned in this advertisement will be ready soon. Contact your LOOK representative or Don Perkins, Advertising Director, Look Magazine, 488 Madison Avenue, New York 22, New York.

THE EXCITING STORY OF PEOPLE **LOOK** READ IN 16,850,000 HOUSEHOLDS

In Preparation H Case, TV Code Wins Some Ground in Warfare of Attrition

(Continued from Page 2)

Worth, Denver, Louisville, Jacksonville, Birmingham and Rochester, N. Y.—all of which the advertiser undoubtedly would like to have on the schedule.

The NAB position also appears to have stalemated the Ted Bates drive to expand tv coverage of this six-year-old product. The agency no longer is attempting to bulldoze its way into reluctant markets; it is seeking only to maintain its position in the territory already held.

Additions to the station list, according to sources within the agency, are made nowadays mainly when stations solicit the business. Only 270 stations—approximately 55% of the country's total—subscribe to the code.

■ But tv, even on a limited buy-where-the-NAB-standards-are-in-operation schedule, is credited with greatly aiding the sales growth of Preparation H. This product is said to be No. 1 in its field by a wide margin; tv industry records indicate it is the only hemorrhoid treatment using the medium.

This is not to suggest that tv has accomplished the job by itself by any means. The product is a heavy user of magazines and newspapers; it spends about as much in print—an estimated $1,000,000 to $1,250,000—as it does in tv. There are 1,200 newspapers on its list. Among the magazines being used to reach potential customers in the tv blacked out markets is *TV Guide*.

Bates has been able to place the "Shrink hemorrhoids without surgery" copy in nearly all the newspapers in the country and in most of the magazines of interest to the client.

Among the exceptions are *Reader's Digest*, which doesn't carry advertising for proprietary medicines, and such big newspapers as the *New York Times*, the *New York Herald Tribune*, the *Washington Post* and the *Baltimore Sun*. #

American Airlines Spent $6,000,000 on Jets' Debut: Brady

WASHINGTON, Nov. 24—American Airlines poured at least $6,000,000 into the introduction of jet air service during the introductory period, according to John E. Brady, its advertising director.

In a talk before the Washington chapter of the American Marketing Assn., he said American was anxious to emphasize the point that it was first with the jet.

He said it also recognized that a big increase in traffic would be needed as airlines used 112-passenger jets in place of slower 60- to 80-passenger piston-powered aircraft.

Introduction of passenger jets demonstrated, he said, that pioneering in the airline industry is still ahead, not behind. Pointing to the revolutionary opportunities for private travel that are opening up, he said C. R. Smith, American's president, expressed it best by saying, "Now the American market is five hours wide and two hours deep."

■ Planning the advertising and merchandising of jet flying started almost as soon as planes were ordered in December, 1955, he said.

With other carriers demonstrating their interest in jets, American established its identification as first with jets by buying a page ad in major metropolitan newspapers in 1957 showing the 707 far up in the sky with a vapor trail behind it.

One unexpected complication arose when a University of Michigan survey showed at least 30% of the people who traveled by air would be unwilling to fly in jets, he recalled.

"This meant a whole new look at our program," Mr. Brady said. "We had thought jet acceptance would be automatic."

■ As American was introducing two new aircraft at the same time—the Boeing 707 and the Lockheed jet-prop Electra—a decision was made to feature the more glamorous of the two, the 707, in national advertising, at least during 1958, with the Electra promoted largely in the local press. Both Boeing and Lockheed agreed, and supplemented American's plan with extensive advertising of their own, Mr. Brady said. #

973 Dailies Joined in Better Meals Promotion: Lipscomb

CHICAGO, Nov. 24—A total of 973 daily newspapers in 666 markets conducted the "Better Meals Build Better Families" promotion during the two-week period from Sept. 14 to 26, Charles T. Lipscomb Jr., president of the Bureau of Advertising, reported here today.

Speaking at a luncheon meeting of the Chicago chapter of the American Assn. of Newspaper Representatives, Mr. Lipscomb described the promotion as "the largest ever to be conducted by any advertising medium" in terms of food industry participation, media participation and consumer impact.

A survey conducted by Qualitative Research, New York, Mr. Lipscomb said, disclosed that 62% of the respondents in 15 markets answered "yes" when asked if they had seen or heard the phrase, "Better Meals Build Better Families."

■ "As advertisers and advertising people," Mr. Lipscomb said, "you know that this is a remarkably high score that becomes even more remarkable when you consider that 'Better Meals' was exposed for just two weeks, and that this was its first year."

The survey also revealed that 59% of the respondents felt that the quality of food they were buying today was better than ten years ago, 29% said the quality was the same, and 12% described the quality as poorer.

The BofA will conduct a similar "Better Meals" promotion in 1960, Mr. Lipscomb added. #

Sullivan Heads Business Editors

WASHINGTON, Nov. 24—George F. Sullivan, editor of *The Iron Age*, was elected president of the Society of Business Magazine Editors at a meeting of the organization here last weekend.

He succeeds Colin Carmichael, editor of *Machine Design*. Other officers elected include: James H. Crowe, editor, *Industrial & Engineering Chemistry*, 1st vp; Norman H. Jacobson, *Electric Light & Power*, 2nd vp; John W. Greve, editor, *The Tool Engineer*, secretary-treasurer.

Elected to the executive committee were Jack A. Ghene, editor, *Volume Feeding Management*; James S. Welch, editor, *Ceramic Bulletin*; and Thomas E. Hanson, editor, *Plant Engineering*. #

GALLERY GOERS—*Maurice Needham (left), president of Needham, Louis & Brorby, and Leonard Rubenstein, vp, Clinton E. Frank Inc. and president of the Art Directors Club of Chicago, admire one of the entries which won a top award in the ADCC's annual advertising art competition. The competition's 33 print and television award-winners plus 103 runners-up are on exhibit in Chicago's Prudential Bldg. lobby through Dec. 4. Mr. Needham points to a State Farm Insurance ad, produced under the art direction of NL&B's Frank Johnson. Print winners are displayed on music stands.*

Merchants Received $3,850 Each to Support 'Haverhill Journal,' Publisher Tells Court

BOSTON, Nov. 24—Eight Haverhill, Mass., merchants were paid $3,850 each to maintain enthusiasm for the *Haverhill Journal*, William G. Loeb, president of Union Leader Corp., Manchester, N. H., publisher of the *Journal*, testified in U.S. district court here last week.

Union Leader Corp. is suing the *Haverhill Gazette*, Newspapers of New England Inc. and its eight member newspapers for $1,500,000 damages for violations of anti-trust laws (AA, Jan. 19, '59 *et seq.*).

Union Leader has charged that the Massachusetts dailies are engaging in "conspiracy in violation of anti-trust laws." The suit also charges that Newspapers of New England is engaging in "predatory price cutting in the sale of advertising" in an effort to "squeeze off the plaintiff's income."

In turn, the *Gazette* has a counter suit for $3,000,000 damages against Union Leader Corp. and the eight merchants, accusing them of conspiring to destroy the *Gazette* (AA, June 15). Both suits were ordered to trial Nov. 19 before Judge Charles E. Wyzanski.

■ Mr. Loeb testified that he paid the merchants at the rate of $50 a week, beginning in May, 1958, and that to his knowledge the practice continues, subject to end at will. Introduced into evidence was a letter containing an offer to the merchants from Mr. Loeb of 2.5% of the *Journal's* gross profits when the newspaper got out of the red. This never came about.

Payments to the merchants started six months after the *Journal* started publication when he detected a slackening in enthusiasm toward the daily, Mr. Loeb said. He testified there were no advertising rebates nor any agreement as to the amount of advertising the merchants would place in the *Journal*.

He listed their ad expenditures, which varied sharply. Some of the eight merchants spent less than the $3,850 they received, while others spent as much as seven times that figure, Mr. Loeb said.

■ Mr. Loeb also testified that he had difficulty borrowing money to finance the *Journal's* operations. He claimed that the sale of the *Gazette* lowered the value of Union Leader Corp. in the competitive market. The corporation lost $80,000 in 1958 and an additional $157,000 this year, he testified. Newspapers of New England Inc. bought the *Gazette* for about $1,000,000 on Dec. 12, 1958.

The *Journal* was launched on Dec. 5, 1957, when a printers strike was in progress at the *Gazette*. The strike began Nov. 20, 1957, and the *Gazette* resumed publication after a three-day lapse. The strike ended May 20, 1958. #

ADA Commends FTC Move Against Colgate with Gardol

CHICAGO, Nov. 25—The American Dental Assn. this week commended the Federal Trade Commission for taking action against "a dentifrice commercial on television."

Although not naming the company, ADA referred to FTC's complaint against Colgate-Palmolive for its "protective shield" tv ads for Colgate with Gardol (AA, Nov. 23).

Dr. Harold Hillenbrand, secretary of the association, said the FTC action "provides concrete evidence the commission intends to follow through on its recently announced plan to intensify enforcement activities against misleading tv commercials."

He promised ADA's "continued cooperation and support" for the FTC drive, and termed the action "much needed."

The FTC complaint against Colgate with Gardol charged the dentifrice "does not completely protect the user from decay or the development of cavities by forming a 'protective shield' as claimed in the company's advertising." #

OAAA, Cartoonist Pass Peace Pipe in 'Mark Trail' Fray

CHICAGO, Nov. 25—The Outdoor Advertising Assn. of America has apparently reached a point of understanding with Ed Dodd, creator of the cartoon strip "Mark Trail," in which outdoor advertising is currently taking a beating (AA, Nov. 23).

Frank Blake, OAAA's pr director, met with Mr. Dodd last week and reported that "Mr. Dodd made clear to us that he doesn't intend to criticize the outdoor advertising medium, but rather, the indiscriminate use of outdoor signs by individuals and private operators who do not place their signs in conformity with the practices endorsed by OAAA membership.

"He also told us," Mr. Blake said, "that we should wait until the current sequence has concluded before passing final judgment. The indication was that advertising as such does not suffer from the sequence and that standardized outdoor advertising is not depicted in the light it appears at this stage of the sequence," Mr. Blake added. (See editorial on Page 12.) #

Broadcasters on Four Agendas in Washington

(Continued from Page 1)

with the FTC staff some of the problems involved in isolating misleading tv commercials. FTC Chairman Earl Kintner has also met privately with representatives of ANA (see story on Page 2).

FTC's conference with industry leaders involves radio as well as tv. The guest list is to include top officials of CBS, NBC, ABC and Mutual, as well as NAB President Harold Fellows and Donald McGannon, code board chairman.

■ NAB spokesmen indicated they will not be in a position to tell FTC about the changes which they are considering in their tv code.

Details of these changes are regarded as highly confidential until they are considered by the association's directors here Dec. 4.

NAB's code board is to meet at 9 a.m. on that day. Immediately afterward, its proposals will be considered by the full NAB board.

So far, the results of NAB's appeal for more industry participation in code work has been inconclusive. In the 10 days since the closed circuit appeal by Mr. McGannon (AA, Nov. 23), 15 applications for membership have been received here.

NAB feels this initial response is not a true indication of the impact of the appeal. In his broadcast Mr. McGannon noted the 271 current code subscribers represent a little more than half the commercial tv stations. Intensive personal selling is planned to back up the closed circuit appeal. #

4A's to Tighten Copy Interchange

(Continued from Page 1)

the creative men in the industry, the originating agency has made efforts to modify its copy to the criticism—seldom rejecting or ignoring the comment.

■ In television, however, the procedure was for Four A's headquarters to ask for a transcript of the offending commercial. This frequently was unsatisfactory, because the video part of the commercial was controlling. Later, efforts were made to get films of the commercials, but originating agencies were frequently slow in providing the films. And the problem of getting the dozen committee members together or bicycling the film around to 12 agencies was cumbersome.

The Four A's operations committee has voted an appropriation to retain a tv monitoring service, which will provide members of the copy improvement committee with an audio record and stills of the commercial.

■ The Four A's interchange (officially known as the Interchange of Opinion of Objectionable Advertising) was started in 1946. On its tenth aniversary, it reported that the comments of the committee (a system adopted in 1954) were quite effective. Only four instances had arisen where the agency of record reported that the advertising content was beyond its control.

Mr. Ganger urged in his letter that "making the interchange work in tv is up to all of us." Meanwhile, some Four A's members believe that the copy code itself may be specifically altered to improve it with regard to tv ads. #

Gimmick or Godsend?

Meet Unitube — a device for making joints in concrete pavement that may replace all conventional methods of doing this job. A product of the Middlestadt Engineering, Inc. of Baltimore, Unitube was practically introduced to the construction industry through Engineering News-Record this spring. And what a reception it got!

¶ The day after the magazine was mailed, one of the biggest construction firms in America requested a vice president of Middlestadt to fly to Wisconsin for consultation on a major airport job.

¶ That same day a Louisiana contractor wired for an immediate estimate for using Unitube on a section of interstate highway.

¶ Letters, telegrams and phone calls were received from the Corps of Engineers, a huge Ohio roadbuilding firm, the U.S. Naval Air Station in California, the engineering department of a major chemical company, a major aircraft manufacturer, the Chicago department of parks, General Motors, the California Highway Department, consulting engineers in Puerto Rico and New Zealand, an equipment distributor in Ontario, the U.S. Department of Interior and over 150 other important prospects.

Will Unitube eventually become the standard method of making joints in concrete pavement? Only time will tell.

But there's no question about the power of Engineering News-Record to put a product in contact with practically every important building and construction man in this country and in most of the world. EN-R's quarter of a million readers are the largest, most powerful audience of construction men ever assembled by a magazine.

You sell the men who build America through

ENGINEERING
THE CONSTRUCTION WEEKLY
NEWS-RECORD

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

NOT ONLY
ARTHUR
GODFREY

GARRY MOORE IS ALL SOLD OUT

ON THE
CBS RADIO
NETWORK

The ten weekly commercial segments of THE GARRY MOORE SHOW are sponsored by Amana Refrigeration, Inc. and Niagara Therapy Mfg. Corp.

The Editorial Viewpoint . . .

Shall We Hang Separately?

A couple of weeks ago we pointed out in these columns that advertising is largely indivisible. "If it is to be cast in the role of wilful villain and tricky knave in one medium," we said, "it cannot long wear the shining armor of honesty in another."

Last week Richard E. Deems, executive vice-president of Hearst Magazines, made the same point:

"I think it is vitally important that advertisers, agencies and publishers realize that there has been a change in the public's state of mind," he told a convention, "and that the vending of goods in the public marketplace has become more difficult, irrespective of the product you have to sell or the medium you decide to use. It's always harder to sell in a climate of disbelief, and when skepticism is rampant, it works a seven-day week."

This is why we have always appealed as strongly as we knew how for each advertising medium to treat advertising in other media, including those which are directly competitive, with fairness.

That is why we were and are concerned that the current difficulties of television advertising not be overemphasized or unfairly exploited by print media. And that is why it literally turns our stomach to see a respected comic strip like "Mark Trail" going out of its way to tell an exaggerated and largely untrue story about outdoor advertising.

If Ed Dodd, whose name is on the "Mark Trail" strip, wants to crusade against outdoor advertising, we suppose that is his business. But either he or his publishers should insist that he stick somewhere near the facts and not indict the advertising business as such for something which is not its fault or its usual practice.

Mr. Dodd has signs put up all over natural beauty stops in his strip —in spots which he avers are so inaccessible that they can be reached only by helicopter. And these signboards, so laboriously erected in places carefully picked so that they are likely to be seen by the barest minimum of people, are not signs for local restaurants or filling stations or hotels, put up at odd moments by the proprietor; no, they are signs for a candy bar company which employs a New York agency and presumably is a national advertiser.

Mr. Dodd knows better, and so do the papers which publish his strip (and sometimes use outdoor advertising for their own promotion). He has a right, as we say, to inveigh against outdoor advertising if he wants to. But he also has a duty to present a realistic and not a fanciful picture, and to point out the simple facts—that organized advertising is not interested in putting up signs in obscure beauty spots; rather, it demands high traffic urban areas where it will get some circulation for its message.

The big, over-all point to remember, however, is that the whole of advertising is facing an exceptionally difficult year. Anyone connected with advertising who attacks any segment of it had better be completely sure that he is not, in the process, undermining the ground upon which he himself stands.

On the Foreign Scene

Walter Hoving, who runs Bonwit Teller and other important retailing operations, expressed concern the other day over development of a "highly crucial mass production jam" in non-American areas of the world unless more attention is paid to mass distribution.

"The American discovery that the man who makes the product must be one of its major consumers is an idea contrary to all past history and not practiced in most of the world today," he said. "In most places factory hands just don't make enough to consume the products they make."

In addition, many foreign business men don't believe in advertising, in free competition and a free press, and in instalment buying, Mr. Hoving said. And all these things mean that we will sooner or later be up against a log jam of mass production items for which there is no market, unless distribution ideas and methods are sharply changed.

Mr. Hoving is right, of course. But our own experience indicates that the tide of economic thinking is changing rapidly throughout the world. Advertising and selling are becoming far more widespread; economic standards are rising, and consumption and distribution techniques are slowly but surely spreading on the American model. At least one American advertising agency, for example, confidently expects to be doing more total business outside the United States within the next decade or so than it does within the U. S., although it is one of this country's great agencies.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Boole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, William L. McRae**. San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops**. Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles**.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Lew Slye, E. R. Hollingsworth & Associates, Rockford, Ill.

"He isn't with us any more. When the client Christmas list came around, he put Roger Blough down for a 5-lb. tin of Union Leader."

What They're Saying . . .

Advantage of Color

Surveys of color advertising not only continue to confirm plus readership but also plus action at the sales level. For example, here is a 1,500 line ad run in September, 1959 that was included in Carl Nelson's Continuing Study of Newspaper Color. The ad was run in 13 of the 15 cities used in the study. The result was that the ad scored 62% readership. Even more important is the fact that five days later, 55% remembered the ad—45% bought the product and 19% saved part of the ad—or since the ad contained a coupon, this could mean that an amazing 19% clipped the coupon with the intention of using it.

—Narration for R.O.P. Color—1959—Availability and Cost: Mid-America Color Conference, Chicago.

Supermarket Selling

From the supermarket the so-called "sales clerk" has vanished. The purchaser pushes her little wire wagon around and never talks to an employe until she gets to the cashier. Nobody "sold" her anything—nobody, that is, except a flock of soap opera stars, a lot of magazine pages in full color and her daily newspaper. Advertising has assumed the selling function in this area of consumer products regularly purchased . . .

—James M. Ashley, vp, public relations, Libbey-Owens-Ford Glass Co., Toledo, speaking before the National Auto & Flat Glass Dealers' Assn. meeting in St. Louis.

Dominance—not Leadership

Television, as in the case of everything else, is a product of its time. Trouble is, its time is not one of leadership. Dominance yes, but not leadership. Television, along with so much else, is enjoying a caste status of "Luxurious Followership." If it's able to serve well, it reaps great profit. There's nothing in its contract with the public at large about leading anyone anywhere.

—Tony Davenport, tv-radio editor, Hartford Times.

Rough Proofs

Colgate has been promoting Gardol as an invisible shield that protects the teeth, and the Federal Trade Commission agrees that it can't see it.

•

Baking soda is one type of dentifrice which has had the blessing of the American Dental Assn., and Church & Dwight, which just happens to have a brand of this commodity, is giving the ADA views some extra advertising linage.

•

The Ford Foundation already had its brochures describing its stock offering in print, saying the Edsel was being discontinued, and so the company decided this would be a good time to put the ill-starred line out of its misery.

•

Noting that a lot of leading publishers have been increasing their tv-radio interests, American Broadcasting-Paramount Theaters decided to reciprocate by buying Prairie Farmer Publishing Co.

•

The demand for the kind of editorial material that has made Manhattan famous is greater than the supply, and so *The New Yorker* has announced that it will cut back its advertising volume in 1960 to 5,000 pages.

•

The theme of Advertising Week in 1960 will be, "Advertising helps you enjoy life."

That's right—women love to shop, and they couldn't cover nearly as much territory without the help of the ads.

•

"Retire to Denver!" invites a classified advertiser looking for a pr director, but the idea is qualified quite a bit by a line referring to "candidates up to 52."

•

The Pittsburgh office of Fuller & Smith & Ross is advertising for an account man who knows the utility field, and who will service "one of the country's major electrical manufacturers."

Let's see now, they can't be referring to General Electric.

•

The "Mark Trail" newspaper comic strip shows a diabolical advertiser trying to erect a poster out in the wilds, far from the madding crowd.

Evidently the artist has never heard of the Traffic Audit Bureau.

•

"Women," says *Vogue*, "are a vital, growing potential as liquor buyers."

And some of them have even realized their potential as liquor consumers.

•

The steel workers' union keeps predicting a resumption of the strike after the Taft-Hartley recess; thus assuring a lot of people an uneasy and restless holiday season.

•

That dear Habana, says the Cuba Tourist Commission, is really *sui generis*.

The way things are going right now, maybe it's just as well.

COPY CUB.

in the suburbs The Philadelphia Inquirer reaches 706,000 adult readers. More suburban readers than any other Philadelphia daily!

In Delaware Valley, U.S.A., The Inquirer's greatest readership is in the "buyingest" part of the market—the suburbs.* That's where 58% of the population lives. That's where 60% of the market's buying-power comes from. That's where The Inquirer reaches 30% more adult readers (164,000) than the other major daily. That's why your advertising belongs in The Inquirer!

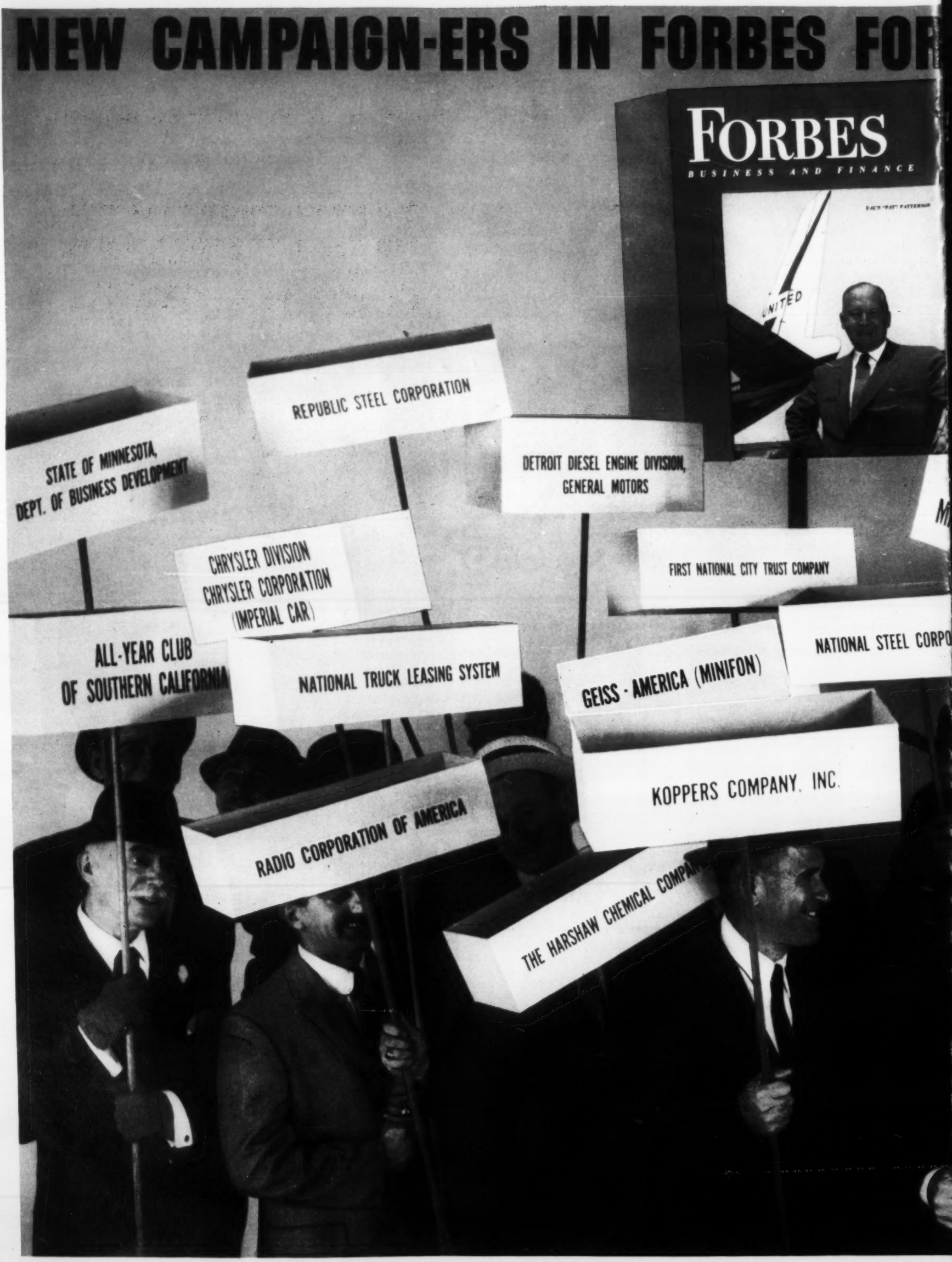
Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

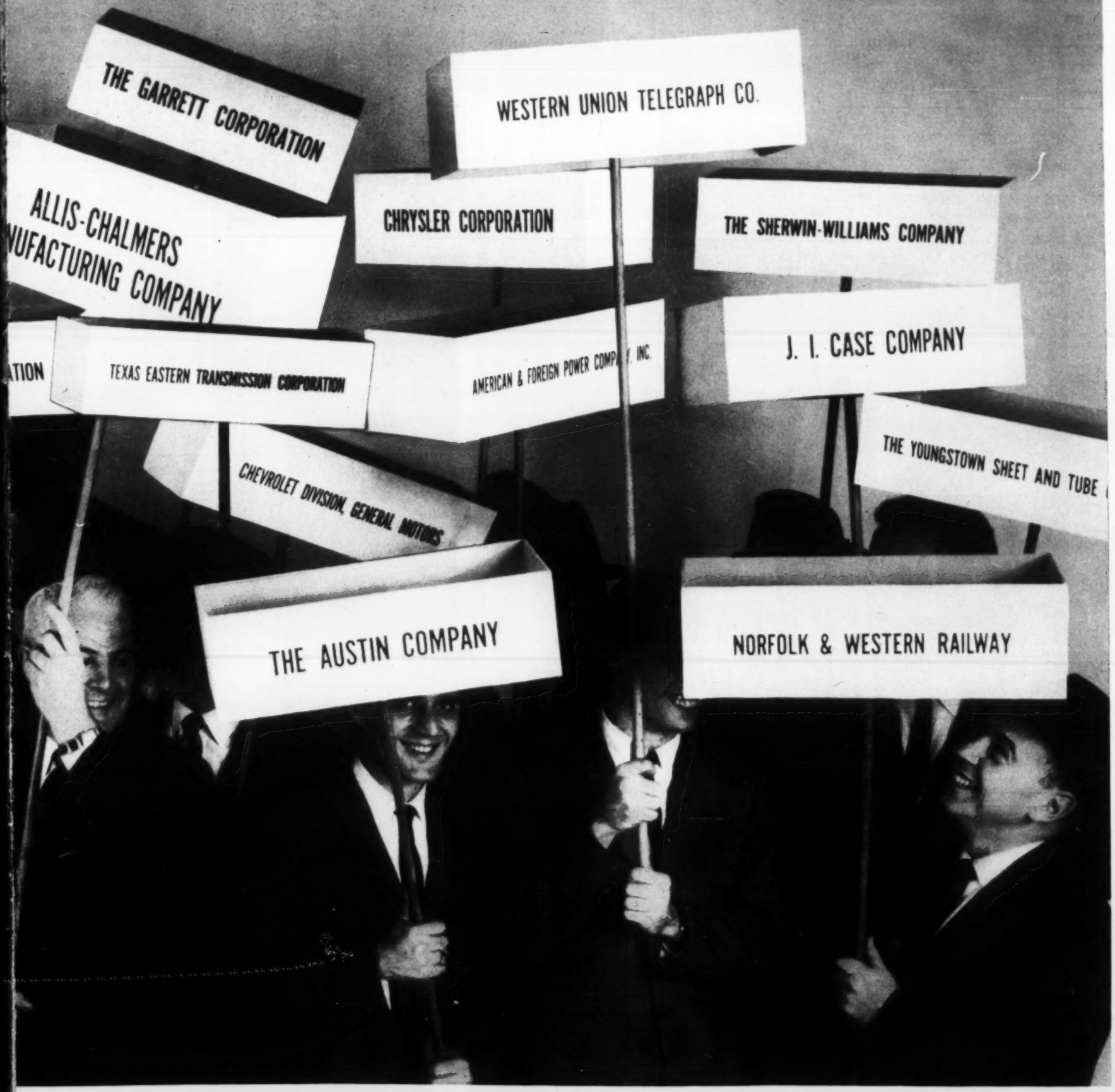
NEW CAMPAIGN-ERS IN FORBES FOR


FORBES
BUSINESS AND FINANCE
STATE OF MINNESOTA, DEPT. OF BUSINESS DEVELOPMENT
REPUBLIC STEEL CORPORATION
DETROIT DIESEL ENGINE DIVISION, GENERAL MOTORS
CHRYSLER DIVISION CHRYSLER CORPORATION (IMPERIAL CAR)
FIRST NATIONAL CITY TRUST COMPANY
ALL-YEAR CLUB OF SOUTHERN CALIFORNIA
NATIONAL TRUCK LEASING SYSTEM
GEISS - AMERICA (MINIFON)
NATIONAL STEEL CORPO
RADIO CORPORATION OF AMERICA
KOPPERS COMPANY, INC.
THE HARSHAW CHEMICAL COMPA

'59

Forbes earns more votes of confidence! As Forbes advertising pages and advertising revenue continue to climb—as Forbes circulation reaches new heights—more and more of America's prominent corporations are swinging over to Forbes with their advertising campaigns. Right here, in the pages of America s fastest growing business-management magazine, their messages are read by the very people they want to reach and influence. Over 300,000 top executives read every issue of Forbes. These are the decision makers...the men who decide what their companies want to buy, and where they buy it ...the men who control an important part of America's purchasing power. Just look at the names of the new 1959 campaign advertisers in Forbes. They've given Forbes their votes of confidence. They've given Forbes their advertising campaigns. Want to know why? Call Pete Rees at OR 5-7500, or your Forbes representative. FORBES MAGAZINE, 70 Fifth Avenue, New York 11, New York

FORBES REPRESENTATIVES: Chicago: 360 No. Michigan Avenue Cleveland: 562 Hanna Bldg. Dallas: 1416 Commerce Street Los Angeles: The Manne Co., 711 S. Vermont Avenue San Francisco: The Manne Co., 114 Sansome Street



Meet an IRE award winner for 1959.

IRE REMEMBERS THE MAN

for Service

to his Government

And behind the cold statistics of the 61,957 net paid circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Backing up a great government such as ours is a large and dedicated group of men. Among such men is Jack W. Herbstreit, Chief of the Tropospheric Propagation Research Section, National Bureau of Standards. To him goes this year's *Harry Diamond Memorial Award* "for original research and leadership in radio-wave propagation." IRE is happy to honor Mr. Herbstreit and all the other fine, outstanding men in government service.

Eggs Sardou --- OLD NEW ORLEANS FAVORITE

Breakfast at Brennan's . . . delightful!

Here's how to make it:

On a base of creamed spinach place 2 artichoke bottoms. Fill these with 2 poached eggs and cover with Hollandaise Sauce. Perfect with a bottle of chilled rosé wine.

Brennan's Hollandaise Sauce

Beat 4 egg yolks, add juice of 1 lemon. Heat in double boiler, add 1 lb. melted butter. Cook over very low fire until thick, stirring with wooden spoon. Salt to taste.

WWL-TV . . . new NEW ORLEANS FAVORITE

Things are changing fast in the three-station New Orleans market. WWL-TV now leads in practically all important time periods.

Sunday thru Saturday	WWL-TV	Station B	Station C
	%	%	%
August ARB 6-10 p.m.	40.4	40.1	18.9
10-midnight	49.1	40.6	10.7
August Nielsen 6-9 p.m.	42.0	39.0	17.0
9-midnight	50.0	37.0	11.0

And WWL-TV personnel lead in experience—*competitive* experience gained in TV markets coast-to-coast.

Represented nationally by the Katz Agency

CBS **WWL-TV**
NEW ORLEANS

Getting Personal

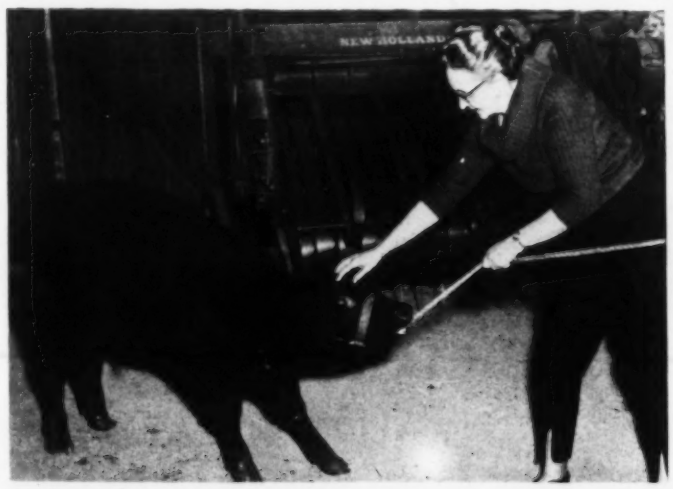
Benedict Gimbel Jr., president and general manager of WIP-Radio, Philadelphia, was named "Man of the Year" by the Adelphi Lodge, B'nai B'rith, at a testimonial dinner Nov. 21. A special guest was his friend comedian Bob Hope . . . Also honored in Philadelphia was **Louis G. Cowan**, president of CBS-TV. The Golden Slipper Square Club has voted him its award for distinguished achievement in tv . . . **Thomas B. Kerr**, associate ad manager of Borden Foods Co., was feted at a Borden banquet Nov. 10 for 25 years of service with the company . . .

The first grandchild of **Fairfax M. Cone** (Foote, Cone & Belding, Chicago) was born on Nov. 18 to the Cones' daughter Mary and her husband Richard O'Riley. The baby has been named for his father and both grandfathers—Richard Fairfax Cone O'Riley . . .

SERVICE — *Maud Huckins, switchboard supervisor, Foote, Cone & Belding, is presented a farewell bouquet of roses by Marlen Loehrke, vp of personnel, on her retirement after 43 years of service. Miss Huckins joined the agency in 1916 when it was Lord & Thomas.*

John C. Arnold of *Holiday's* New York advertising office has been named by his colleagues as "Holiday Man of the Year" for outstanding sales performance during 1959 . . . **David Barber**, star salesman in *Esquire's* year-long sales staff contest, timed it just right. He and the Mrs. will be celebrating their 25th wedding anniversary in Paris on the proceeds of his tournament winnings . . .

Approaching marriages: Joan Goldberg will be married in January to **Arthur I. Sarnoff**, with Bruno-New York, distributor of RCA and RCA Whirlpool in New York. He is the nephew of **David Sarnoff**, RCA board chairman, and the son of **Irving Sarnoff**, exec vp of Bruno-New York . . . It will be an April wedding for Janet Olson and **Thomas L. O'Reilly** of McCann-Erickson . . . And an early spring wedding for Elna Juncker and **Lloyd Hickson** of J. Walter Thompson, New York . . .



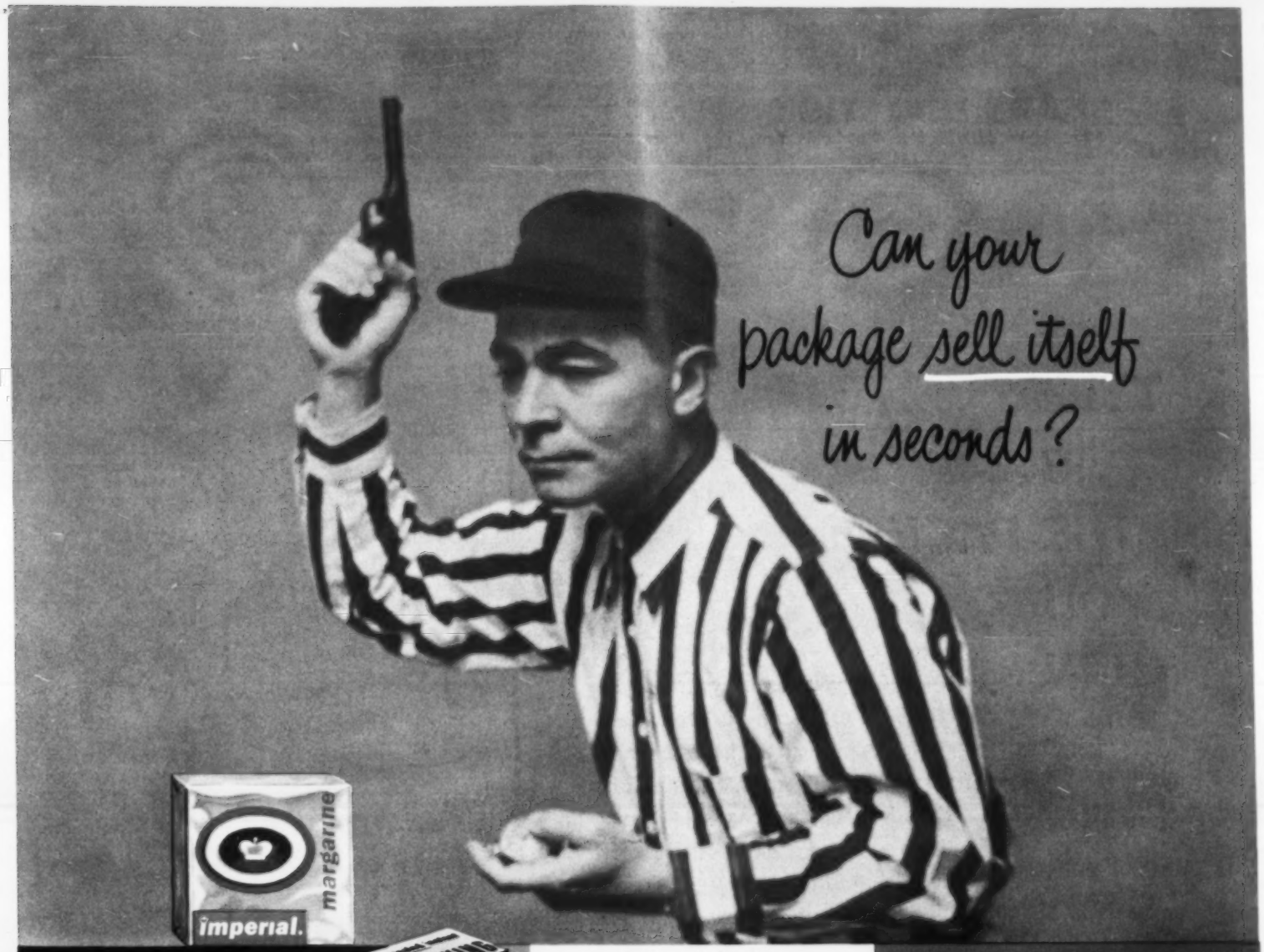
SHE TOOK THE MONEY—*Neither the Black Angus nor its new owner, Mrs. John Alden (husband is vp in charge of advertising at Norwich Pharmacal Co.), seem overjoyed at their new relationship. The steer, donated by New Holland Machine Co., was won by Mrs. Alden at a drawing during the recent Assn. of National Advertisers convention in Hot Springs, Va. (P.S. Mrs. Alden took the alternate prize—$100 in cash—and left the Black Angus in Virginia.)*

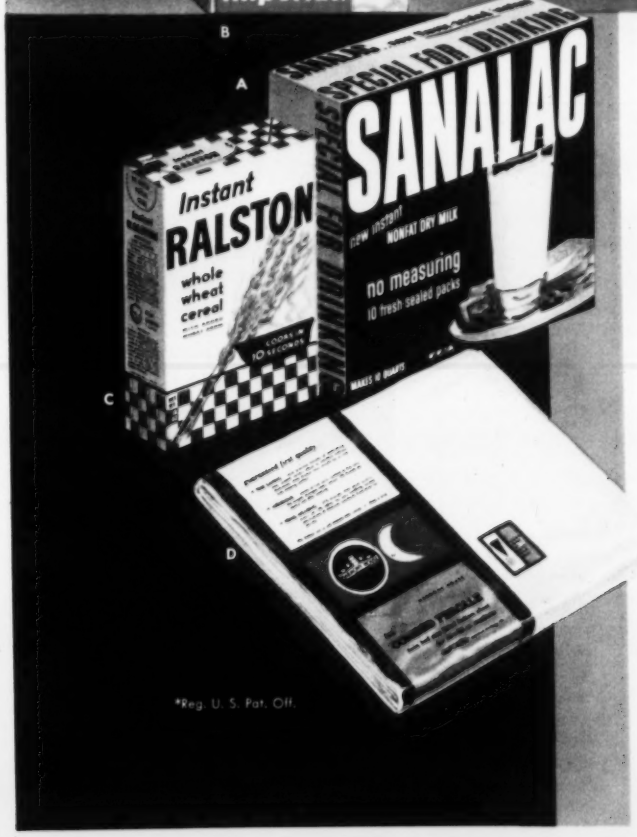
A short story by **David Levy**, vp of programs and talent for NBC-TV, will be televised March 6 on the network's "Sunday Showcase." Entitled "A Nice Guy," the story appeared in *Good Housekeeping* last February. It tells the cheerful tale of a publicity man who gets a job through a friend, a tv exec, and then returns the favor by taking away the friend's job . . .

Herb Moloney Jr., of Moloney, Regan & Schmitt, newspaper representative, is recuperating in Greenwich, Conn., Hospital from an operation for a ruptured disc . . . **Gene Flack**, ad director for Sunshine Biscuits, mending rapidly from another operation, says he'll be back tossing cigars by Dec. 1 . . .

November turned out to be an eventful month for **Nelson Bond**, president of the publications division of McGraw-Hill. On Nov. 8 Nelson Jr., former McGraw-Hill staffer now in the Army at Fort Bragg, N. C., became the father of boy-and-girl twins; and on Nov. 18 Grandpa Bond attended a McG-H 25-year-club party and also celebrated his 26th wedding anniversary . . .

EX-17





Again and again, your package meets a challenge no flesh-and-blood salesman in his right mind would accept: Stop your prospect, tell a sales story, close the deal—in seconds!

Does your package do it? If not, it's time to call your Milprint man—specialist in creating packaging that creates sales!

A Lithographed Carton—Winner of National Lithographic Awards Competition. Designer: Thomas Laufer Associates

B Rotogravure Printed Foil Overwrap

C Rotogravure Printed Overwrap. Designer: Otto Keil

D Flexographic Printed Polyethylene Sideweld Bag

General Offices, Milwaukee, Wisconsin • Sales Offices in Principal Cities

Milprint*

MAKES PACKAGING THAT MAKES SALES

Printed Rolls, Foil, Cellophane, Glassine, Polyethylene, Saran, Acetate, "Mylar"®, Pliofilm, Vitafilm, Laminations, Extrusions, Folding Cartons, Bags, Lithographed Displays

This insert lithographed by Milprint, Inc.

IDEAS PERKING OR PARKING?

Keep your ideas percolating with Art Direction. It's advertising's alert magazine with what's new, what's best in visual advertising and promotion. Don't let your fresh approach department park for lack of a spark. Visually reports all media; newspapers, magazines, TV, packaging, art and illustration, photography, type, P.O.S., etc. 12 issues a year for $6.00; 24 issues for only $10.50.

subscribe **ART DIRECTION**

A23 19 W. 44th St., New York 36, N. Y.

Facing Stiffer Foreign Competition? Don't Revert to Protectionism, Marketers Warned

NEW YORK, Nov. 24—Keep tariff walls low. Maintain international trade at a high level. Encourage foreign capital investment.

These were the dominant themes running through the 46th National Foreign Trade Convention held here last week.

The three-day meeting, sponsored by the National Foreign Trade Council, heard recurring pleas that the U. S. not be panicked by rising imports and declining exports into a protectionist trade policy.

■ George F. James, senior vp-finance, Socony Mobil Oil Co., warned that the prospects for business expansion abroad depend today "on our ability to resist protectionism." Mr. James said there are signs of "reviving protectionism" today in western Europe and the U. S.

Noting that American industry is beginning to chafe under greater competition from Europe and Japan, Mr. James said:

"The competitive pressure appeared first in foreign markets. Today, high wage rates in the U. S. and the depletion of this country's low cost natural resources, compounded by increased efficiency and producing facilities abroad, have enabled our foreign competitors to stake a claim on Main St.

■ "The Buick agency a few blocks away carries a line of Øpels or Renault Dauphines. The tuna fish on the supermarket shelf probably comes from Japan. Recently hotels in Sheffield, England, and Dusseldorf have been filled with American business men clamoring to buy steel . . .

"Under the circumstances, it is not surprising to find American business men adopting a policy of 'if you can't lick 'em, join 'em.' Some of you may have gone out to buy a camera comparable in price and quality to an established German make, only to discover that the familiar brand you looked at carried the inscription, 'Made in Western Germany'."

Mr. James recognized that few business men "are happy when they see their own oxen gored," but he said the answer is not to return to the low trade, high tariff policies of the '30s.

■ "After World War II," he pointed out, "we set out to rebuild and restore both our allies and our former enemies this side of the Iron Curtain. We should not be dismayed at having succeeded in what we set out to do.

"The U. S. cannot expect again to occupy a position of monopolistic industrial dominance over Europe and Japan. But we should not therefore slide into a downward and inward spiral of total self-sufficiency and protection. On the contrary, we and the countries we have helped restore to economic health should recognize the change in our positions, we should combine in an effort to expand the opportunities for free trade and private business throughout the rest of the free world."

■ Bruce Payne, management consultant, told the convention that U. S. companies should approach foreign markets with the same marketing zeal they have shown at home. He said marketing practices abroad are decades behind those in the U. S.

"The Indian 'untouchable,' the Brazilian farmer constitute your market for the future," he said. "What are you going to do about it?" #

Branham Names Four VPs; Adds Five Stations

Branham Co., New York, radio-tv station representative, has elected four vps. They are C. E. Branham, of the Atlanta sales office; Francis J. Stapleton, eastern sales manager; Bertram C. Finch, sales manager of the Charlotte office, and Albert J. Engelhardt, of the Chicago office.

Branham has been named to represent five stations: KGLO and KGLO-TV, Mason City, Ia.; WTAD and KHQA-TV, Quincy, Ill., and WMTV, Madison, Wis. The stations formerly were represented by Weed Radio Corp. and Weed Television Corp.

TYPE IS THE FACE YOU TURN TO THE PUBLIC

■ A copywriter knows the visual excitement created by a good headline. How many hours of hard work and frustration have gone into this part of the advertising message? How many have achieved greatness in copy for this alone? But how many good headlines have been destroyed by poor typographic presentation because of the inability, the lack of experience and understanding on the part of the producer. You need a typographer that not only knows his business, but effective advertising as well. Advertising typography is the ATA member's business. He has made his reputation, not only for good typography but also for his ability to interpret an advertising sales message typographically. Why not telephone your ATA typographer right now!

It Pays to Set Type Right

Advertising Typographers Association of America, Inc.

Executive Offices: 461 Eighth Avenue, New York City

AKRON, OHIO
The Akron Typesetting Co.
ATLANTA, GA.
Higgins-McArthur Company
BALTIMORE, MD.
The Maran Printing Company
BOSTON, MASS.
The Berkeley Press
Machine Composition Co.
H. G. McMennamin
CHICAGO, ILL.
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company
CINCINNATI, OHIO
The J. W. Ford Company
CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.
COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.
DALLAS, TEX.
Jaggers-Chiles-Stovall, Inc.
DAYTON, OHIO
Dayton Typographic Service
DENVER, COLO.
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service
DETROIT, MICH.
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company
INDIANAPOLIS, IND.
The Typographic Service Co., Inc.
KALAMAZOO, MICH.
Mahoney Typographers, Inc.
LOS ANGELES, CALIF.
Adtype Service Co., Inc.
MILWAUKEE, WIS.
Arrow Press
MINNEAPOLIS, MINN.
Duragraph, Inc.
NEW YORK, N. Y.
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
A. T. Edwards Typography, Inc.
Graphic Arts Typographers, Inc.
Huxley House
Imperial Ad Service Corporation
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company, Inc.
Chris F. Olsen
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Vanderbilt-Jackson Typography, Inc.
Kurt H. Volk, Inc.
NEWARK, N. J.
Barton Press
William Patrick Co., Inc.
PHILADELPHIA, PA.
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.
PITTSBURGH, PA.
Davis & Warde, Inc.
PORTLAND, ORE.
Paul O. Giesey, Adcrafters
ROCHESTER, N. Y.
Rochester Monotype Composition Co.
ST. LOUIS, MO.
Warwick Typographers, Inc.
SEATTLE, WASH.
Frank McCaffrey
TORONTO, CANADA
Cooper & Beatty, Limited

Canadian Telecasts to Be 55% Canadian by '62, Board Rules

TORONTO, Nov. 24—The Board of Broadcast Governors, which controls public and private broadcasting in Canada, last week set April 1, 1962, as the deadline for television outlets to carry 55% Canadian content programs. While the ruling came as a surprise to observers, who forecast that a maximum 50% Canadiana would be sought as a result of briefs submitted by broadcasters two weeks ago, the BBG made a number of concessions.

It abandoned the plan to require all television stations to broadcast a minimum of 55% Canadian programs by mid-1960, dropped its proposal to have two hours' peak viewing time, between 8 and 11 p.m. each night, devoted to Canadiana, and agreed to morning television broadcasting.

■ No order covering Canadian content will go into effect until April 1, 1961, at which time the minimum will be set at 45% for the ensuing 12 months.

As of April 1, 1962, BBG apparently will strictly enforce the 55% ruling. Canadian content programs will be measured over a four-week period instead of in weekly periods, as originally proposed.

The broadcasters had objected that the one-week period would hamper their programming and rule out unexpected special events broadcast from outside Canada.

■ The private broadcasters, who fought hard against the BBG's proposed regulations, also were rewarded by the board's liberal definition of what Canadian content will consist.

It was stipulated that all news broadcasts and commentaries, regardless of the source of information, would be classed as Canadian. And all broadcasts of events occurring outside Canada in which Canadians were participating will be similarly documented.

In addition, the classification will apply to broadcasts of events occurring outside Canada, even without Canadian participation. These include the World Series, a speech by the U.S. President or a United Nations meeting.

■ "The board is satisfied," it said in a statement, "that, given certain other conditions, a minimum Canadian content of 55% can be attained on all networks and television stations without offending the further requirement of the Broadcasting Act that the service be of high standard."

Morning television broadcasting, said the BBG, will be allowed providing it will not limit the station's resources for programming later in the day. #

Rumrill Names Five Execs

The Rumrill Co., Buffalo, has made five executive appointments: Gene Novak, vp and creative director of the Buffalo, Rochester and Utica divisions; Howard Keating, vp, account group supervisor in Buffalo; Joseph H. Radder, assistant general manager of the Buffalo division; John J. Angevin, copy supervisor and head of the copy department in Buffalo, and Charles Wagner, Buffalo division art supervisor. Rumrill is also moving to new quarters at 10 Lafayette Sq.

10 Pine St., Morristown, N. J., Houses New Client, Agency

Spencer M. Fossel, veteran pharmaceutical advertising executive, has formed his own drug company, Spencer Laboratories, occupying quarters in the new 10 Pine St. building in Morristown, N.J. Spencer will make ethical drug specialties. Its first product is an asthma remedy.

Mr. Fossel was most recently marketing vp of Warner-Chilcott Laboratories division of Warner-Lambert Pharmaceutical Co. Before that, he was director of marketing for L. W. Frohlich & Co., New York. Spencer's advertising has been assigned to a new agency, Long Vineis White Inc., which has just opened offices in the same building (AA, Nov. 16). Two of the agency principals are old friends of Mr. Fossel—Gerald L. Long was formerly ad director of Mead Johnson & Co., a Frohlich client, and Dr. Joseph M. White was formerly medical director of Warner-Chilcott.

3 Leave Keeling for Caldwell

Three executives of Keeling & Co., an Indianapolis agency, have left to join Caldwell, Larkin & Sidener-Van Riper, Indianapolis. They are James T. Richardson, former president of Keeling, who has become a vp and account executive at Caldwell, Larkin; Edward H. Bowers, former Keeling copy director, who has joined Caldwell, Larkin's copy department, and Mary Dill, now media secretary with Caldwell, Larkin, who had been with Keeling since it was founded.

Greeff Moves to Basford

R. W. Greeff & Co. and its affiliate, Montrose Chemical Corp., have moved their advertising from the House of J. Hayden Twiss to G. M. Basford Co., New York. Greeff is a distributor of chemical pharmaceuticals; Montrose is one of the industry's largest producers of DDT.

Republic Flow Names Mueller

Walter H. Mueller has been named advertising, public relations and instructions manager of Republic Flow Meters Co., Chicago. He joined the company in 1957.

WE COVER OUR OWN OVERHEAD! WHAT IT TAKES TO RUN OUR BUSINESS IS OUR EXPENSE—NOT YOURS!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 MEMBERS

APR

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your compaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	381,503	.42
Sunday Journal	188,039	.60
Sunday and Morning	245,758	.78
Sunday and Evening	331,823	.98
Sunday, Monrning, Evening	389,542	$1.04

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

National Envelope Offers Remittance Unit as Medium

A new form of advertising utilizing store remittance envelopes has been developed by National Envelope Advertising Co., Philadelphia. An advertiser's promotional message and corresponding order blank are printed on the back of remittance envelopes sent by department stores to their charge-account customers, thus enabling the customer to fill out an order for the advertised product on the same envelope which carries his check to the store.

The advertiser selects the store and months desired and creates the ad. Rate is $6.50 per 1,000 for store suppliers and $9.80 per 1,000 for non-suppliers.

Packard Adds Two Accounts

Pacific Latex Co., Los Angeles manufacturer of Buddy Buoy line of plastic foam swim products and accessories, and Al Jacobs & Associates, Sepulveda, Cal., marketer of Lifeguard swimpool covers, have appointed Jack Packard Co., Glendale, Cal., to handle their advertising.

Svenson Joins AAC

George E. Svenson, formerly in charge of the Oakland, Cal., office of Clark & Elkus Advertising, has joined Associated Advertising Counsellors, Oakland.

TWO "BABES IN THE WOODS"

but ... Watch Them GROW

The Pompano Beach Town News . . . our "little girl with stars in her eyes" . . . one of Florida's brightest weeklies, soon to become one of her most progressive dailies!

The Shooting Times . . . our "mischievous young man with the spirit of adventure" . . . a brand new national monthly publication for, by, and about guns, gun collectors and gun traders.

We take great pride, as any "parent," in announcing the newest additions to our growing family of publications.

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives

New York • Detroit • Chicago • San Francisco • Los Angeles

Industrial Buyers Rate Experienced Salesmen Best: IARI

PRINCETON, N. J., Nov. 24—What is claimed to be the first major attempt to find the "whys" behind industrial purchase decisions has just been completed by the Industrial Advertising Research Institute in its study of "Motives in Industrial Buying," released here.

The 124-page report covers 58 buying influences in 24 companies and includes verbatim interviews with purchasing agents, engineers and production management personnel. It was underwritten by nearly 200 industrial advertisers, agencies, publishers and others who are subscribers to the institute, an affiliate of the Assn. of Industrial Advertisers (formerly National Industrial Advertisers Assn.).

Some of the highlights of the study:

- There are more favorable attitudes toward sellers than unfavorable. It appears that there are images of the selling company in the mind of the average buyer. He is concerned with whether the seller is genuinely interested in the buyer's problems.
- While there is evidence of great loyalty to certain suppliers, there is also evidence of an open-mindedness regarding change.
- Quality of a product is more often a deciding factor than is price in the final purchase decision.
- There is a slight preference for large suppliers. The small supplier usually has to convince the buyer that he can offer as much assistance.
- More than half of those interviewed could not think of any company which was better in terms of salesmen, sales policies or service; superior companies were described as providing prompt service.
- Superior salesmen were described as "experienced," "good engineers," "keep customers informed as to new trends," and "provide service." Sincerity, intelligence and honesty were listed as factors in judging salesmen. "Experience" topped the list of factors in direct questioning, but ranked only sixth when the "indirect" approach was used.
- A major factor in the final industrial purchase decision is the personalities of the people involved. The trait most frequently noted among buyers was "superior phobia." In more than half the cases, there was evidence of some fear of having those above the respondent disagree with his actions or opinions in the purchase decision.

Interviews for the study were conducted by Stewart, Dougall & Associates. The research plan was developed by the institute's project council, headed by George M. Robertson, manager of advertising administration and research for General Electric Co., and D. J. E. Bachelder, director of the institute.

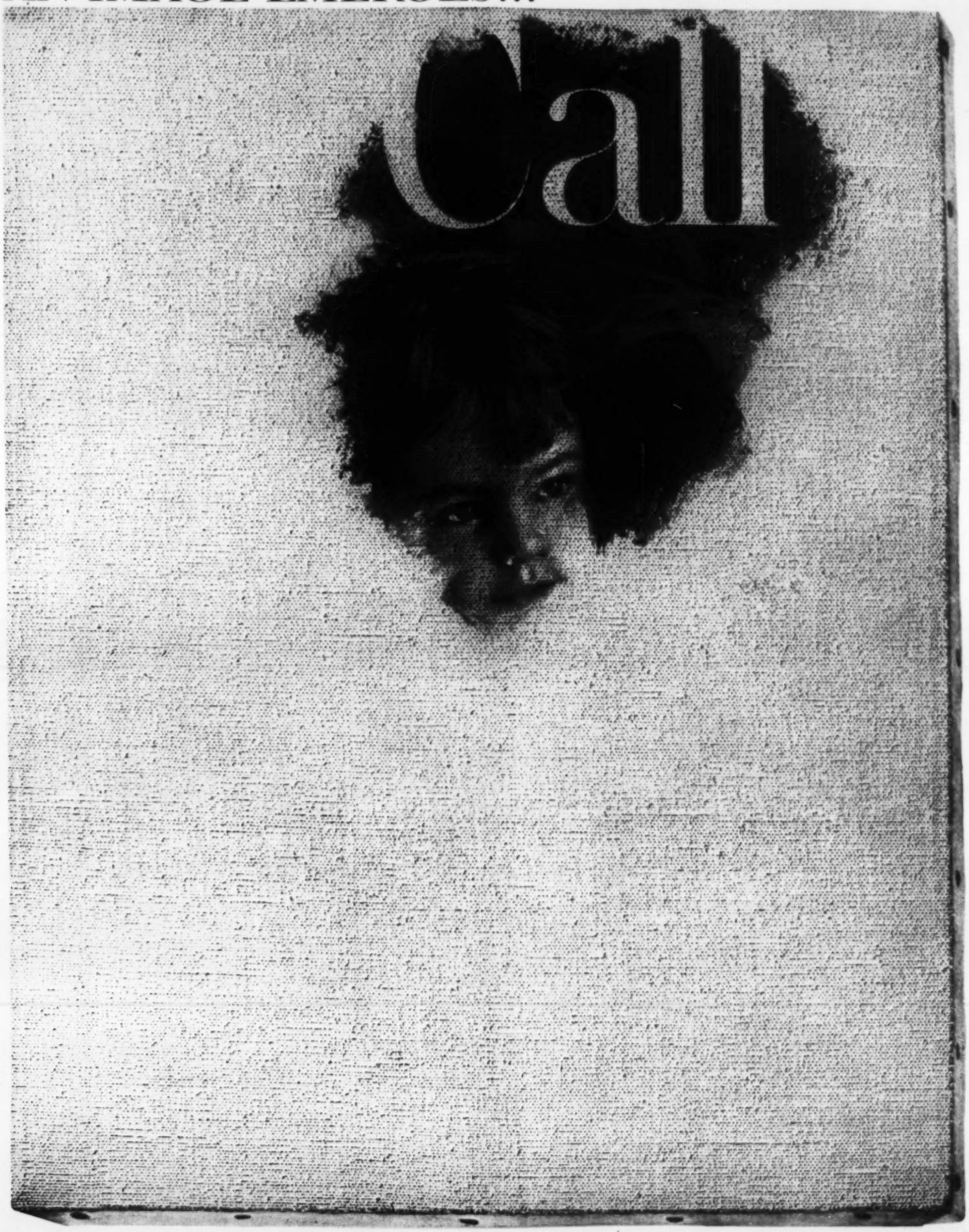
'Data Processing' Changes to Monthly Schedule in January

Data Processing, published by Gille Associates, Detroit, will begin monthly publication, effective with the January issue. Devoted primarily to users of automated office equipment, punched card, punched tape and electronic computers, the magazine has been publishing on a bi-monthly basis for the past year.

'Brooklyn Eagle' to Be Revived

The *Brooklyn Eagle*, which folded during a strike of the New York Newspaper Guild in 1955, will be revived as an afternoon and Sunday newspaper early in 1960. Robert W. Farrell, a former columnist on the newspaper, will be publisher.

AN IMAGE EMERGES...



CONTEMPORARY MASTERPIECE: As in an artist's first brush-strokes on canvas, the vision states its promise. It is the all-holiday December issue of McCall's, joyous and opulent, culminating a year of matchless excitement in publishing. This issue of McCall's, when unveiled this week, will sell well in excess of 6,000,000 . . . continuing the exhilarating pattern of newsstand growth that in recent months has been the greatest in the entire women's service field . . . and has made it necessary for McCall's to revise its circulation guarantee upward to 6,000,000, starting in May, 1960. This December issue, expressive of many talents, is . . . (Turn the page for more)

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined!
1st in Toledo for 38 years—WSPD, the habit station.
Call Katz for fast action.

a
STORER
station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

Weil J. S. LaRosa V. F. LaRosa V. S. LaRosa Dietrich Woods

ON LOCATION—*To sell prospects on the advantages of transportation advertising, admen of New York's Transit Authority and Chicago's Mutual Transportation Advertising are making the rounds in actual buses. Climbing aboard at one bus stop here are prospects Joseph S., Vincent F. and Vincent S. LaRosa of LaRosa & Sons, maker of Italian foods, as Phil Weil and John Dietrich, of Mutual, and John J. Woods, of the Transit Authority, welcome them aboard.*

In Boston,
most people have the Global view

It's this paper, more than any other, that Bostonians read to find out the news . . . world news . . . local news . . . product news. Morning, evenings and Sundays, The Globe reaches the most people in the rich Boston market. Little or no self-duplication either (the morning and evening editions are almost the same). The Globe's steadily growing readership is not based on contests or gimmicks either. That's what makes The Globe the best buy in New England. So if you want to sell Boston, why not use Global strategy?

The Boston Globe
puts the world at your fingertips
Morning
Evening
Sunday

Red Owl to Open 3 Chicago Suburban Supers by End of '59

CHICAGO, Nov 24—Red Owl Stores will invade the Chicago market, opening three stores in Chicago suburbs before Dec. 31, members of the Merchandising Executives Club of Chicago were told here.

The Red Owl plans were outlined by William Quinn, vp of merchandising; J. A. Watson, vp of retail operations, and M. J. McMahon, advertising manager.

Mr. Quinn said that Red Owl will open a buying office here within the next ten days but he said the location was not yet determined. The new stores will be supplied from Green Bay, Wis., he said.

■ The new stores will be opened in Wilmette, Lincolnwood and Arlington Heights, two within the next two weeks and the other some time in December, the Red Owl executives said. They said it had not been determined if the stores would handle trading stamps. Mr. McMahon said the stores would use all advertising media, primarily newspapers.

Red Owl operates 156 company stores and 393 franchised stores in eight states—Iowa, Michigan, Minnesota, Montana, North and South Dakota, Wisconsin and Wyoming. In the fiscal year which ended in February, 1959, Red Owl had sales of $200,000,000. #

Merchants Join to Push Charlotte Mall

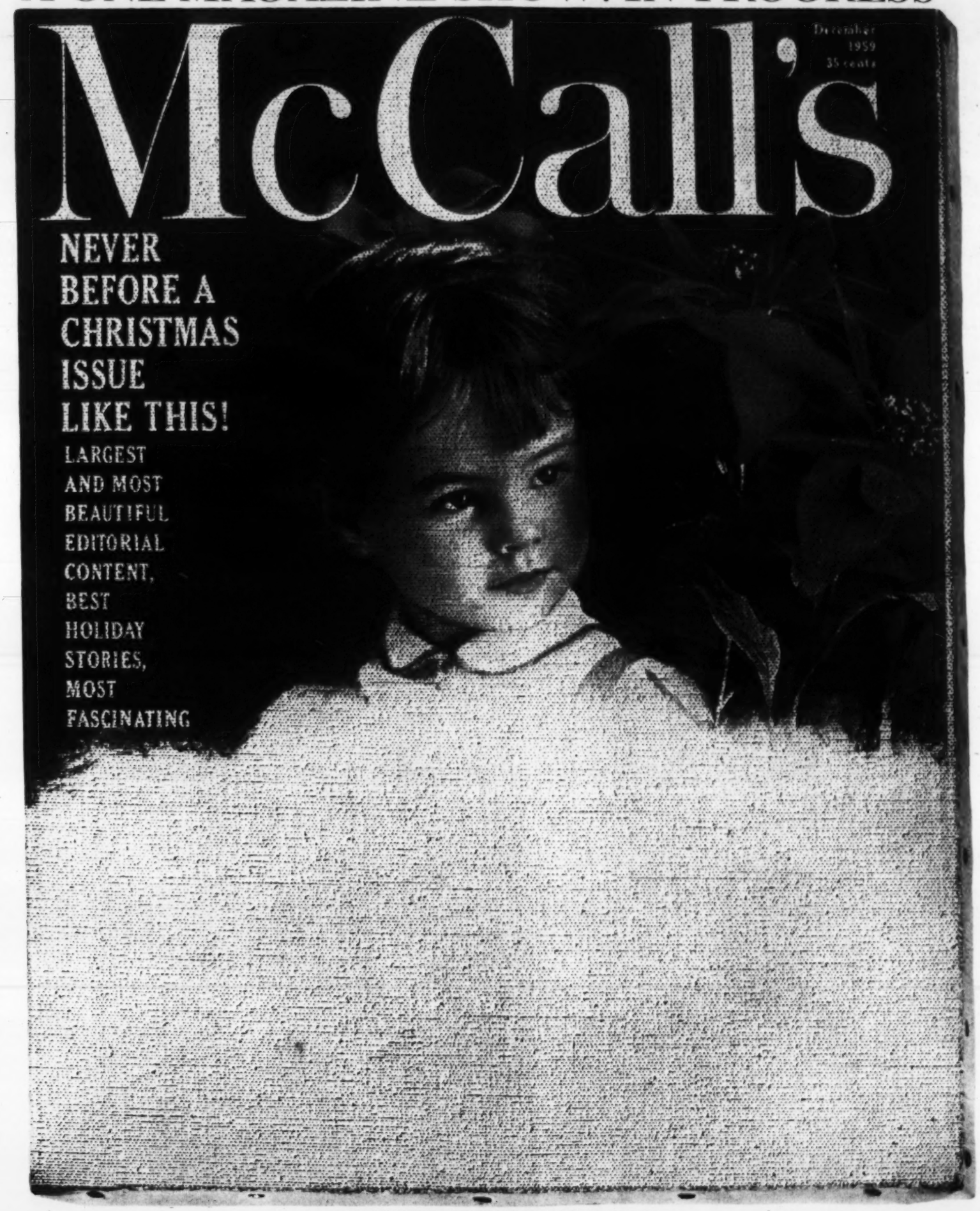
CHARLOTTE, N. C., Nov. 24—Some 40 stores fronting on the inclosed air-conditioned Charlottetown Mall shopping area opened here Oct. 28 are joining in a multi-media campaign promoting the mall.

The mall, located on a thoroughfare near downtown Charlotte, was built by Community Research & Development, Baltimore. It has created a year-'round "tropical paradise" area under a glass dome covering the former street area. The shops have organized as the Charlottetown Mall Merchants Assn.

The association, working with an ad budget built by assessments to its members on a per-front-foot basis, is advertising the mall in the *Charlotte Observer* and *Charlotte News*, with IDs and 20-second spots on WBTV and WSOC-TV, Charlotte, with No. 75 showings of 24-sheet posters and seven painted bulletins on major highways leading into the city.

Dorr M. Depew/Advertising, Charlotte, is handling the association's advertising. #

A ONE-MAGAZINE SHOW: IN PROGRESS



CONTEMPORARY MASTERPIECE: From cover to cover, this December issue of McCall's (to be fully unveiled in a moment) sings with color, richness, imagination. On every page is visible the spirited, vivid variety of the editorial approach that has been the talk of the publishing world. But please take note of the advertising, too. In such a sparkling, stimulating environment, these messages from America's most important marketers seem to gain new dimension, new impact. No wonder that in the past six months, McCall's shows the greatest advertising lineage and revenue increase in the women's service field. It all adds up to... (Turn the page for more)

IF YOU DO BUSINESS IN THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

YOU NEED THIS NEW DATA
16 PAGES OF NEW INFORMATION ABOUT THE BIG QUAD-CITY MARKET

WRITE FOR YOUR COPY

Ask Allen-Klapp or write to Harold E. Swanson, General Advertising Director, ARGUS-DISPATCH, Rock Island, Moline, Illinois.

MOLINE DAILY DISPATCH
THE ROCK ISLAND ARGUS
QUAD - CITIES -- ONE OF THE FIRST 100 MARKETS
THE QUAD CITIES METROPOLITAN COUNTY AREA

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

Bond Sherman Proud Farley

1960 CONFAB—*Going over plans for the Advertising Federation of America's international convention are Nelson Bond, McGraw-Hill Publishing Co.; Margot Sherman, McCann-Erickson (co-vice-chairman of the convention committee); AFA President C. James Proud and James A. Farley, Coca-Cola Export Corp., general chairman of the convention, which takes place June 5-9 in New York.*

Sports Age
What's New in Home Economics
Electricity on the Farm
Ice Cream Trade Journal
Starchroom Laundry Journal
National Cleaner and Dyer
National Rug Cleaner
Wastes Engineering
Water Works Engineering
Fire Engineering

REUBEN H. DONNELLEY MAGAZINES

products!

Moving *many* products to *many* markets is the basic action of Donnelley magazines.

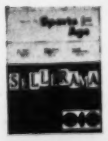
The readers of all 10 are live prospects. In their business or profession they have a direct voice or major influence in decisions to purchase . . . which makes them important people for you to know.

Donnelley readers are prospects for some pretty diversified products. They buy bleach and borax . . . packaging materials of all kinds . . . detergents . . . turbines and gauges . . . fire engines and resuscitators . . . chocolate syrup . . . skis and baseballs . . . canned foods and cosmetics . . . electric brooders and electric freezers.

Donnelley magazines, edited to help readers do the job better, *build and maintain* markets in the fields they reach. Our editors are hard-working, pace-setting pros who grew up in the businesses and professions they serve. Donnelley magazines are respected for that reason.

Isn't this the sort of editorial atmosphere you'd like to advertise in? Aren't these the prospects you want to reach? Hundreds of leading advertisers do. *They get results.*

Among the Donnelley Magazines...



Sports Age
Serves sports equipment manufacturers, jobbers and retailers *best* by concentrating 100% on building retail sales. Powerful force among 10,000 buyers. Now showing greatest, fastest advertising gains of any magazine in the field.

What's New in Home Economics
Takes your advertising to the nation's home economists who present it convincingly . . . and with results . . . to millions of consumers. Carries more advertising pages than all other magazines in the field combined.

THE REUBEN H. DONNELLEY CORPORATION
Magazine Publishing Division, 305 E. 45th St., New York 17, N. Y.

Deals Grew Faster Than Grocery Sales Since '55: Nielsen

CHICAGO, Nov. 24—Consumer deals in grocery buying have increased about six times as fast as the total U.S. grocery volume since 1955, according to A. C. Nielsen Co.

Surveying six product categories, Nielsen reported that use of deals from 1955 to 1959 increased 178%, while food store tonnage sales increased 30%. In some product classes, every fifth unit the shopper buys is now in the category of a deal.

Writing in the November issue of the "Nielsen Researcher," A. C. Nielsen Jr., president, said, "Consumer deals are, of course, no substitute for advertising, but they can be valuable partners and have been found to be one of the most effective ways of increasing distribution of a product to bolster the effectiveness of an advertising program."

■ He noted that deals are also effective in:

1. Introducing a good new product.

2. Increasing the rate at which consumers try an improved product.

3. Promoting a new use for a product.

4. Defending against an aggressive competitor.

Mr. Nielsen warned that "dissatisfaction can arise if a deal is simply a price cut with no genuine reason for the offer and no coordinated follow-through." #

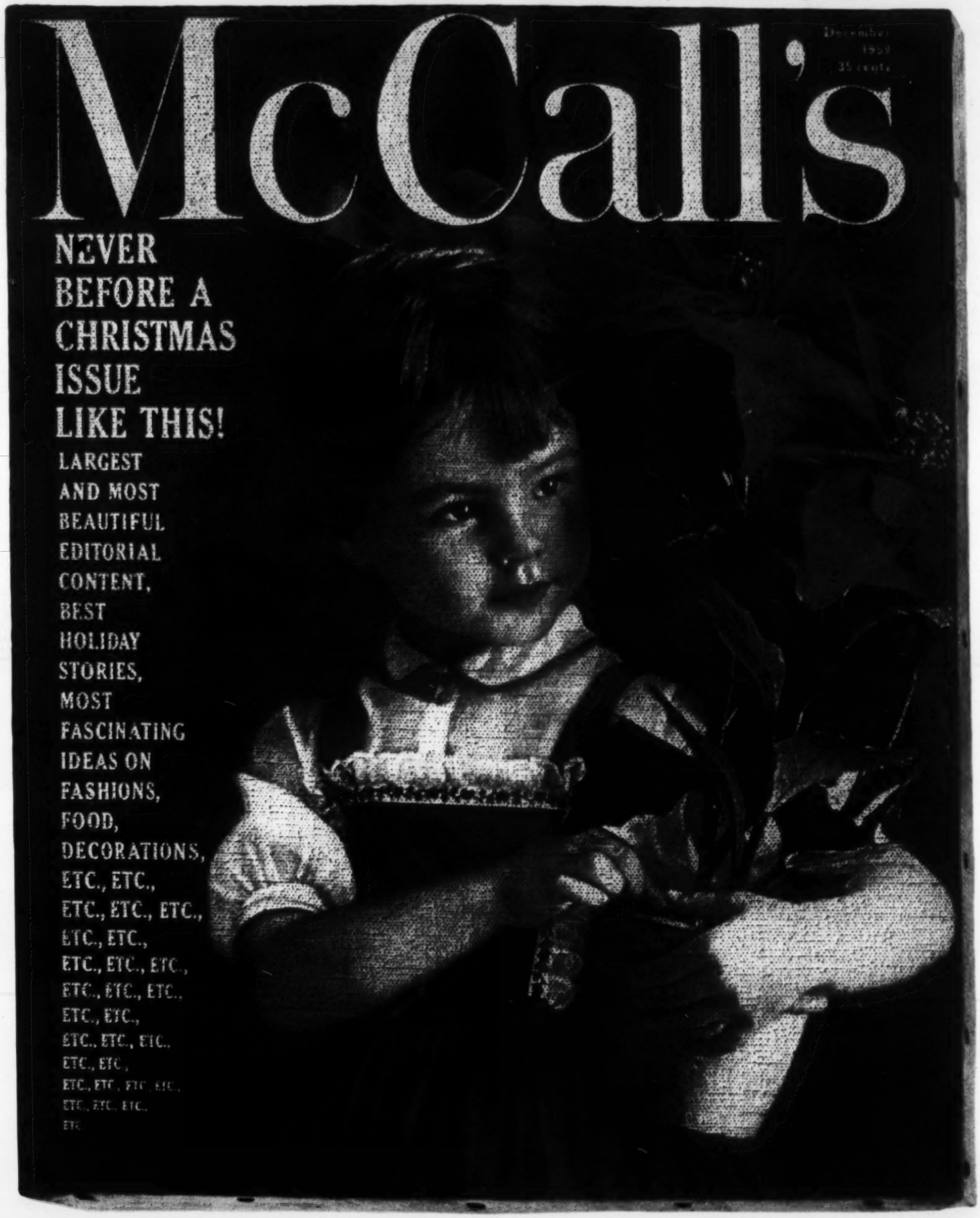
Hess & Clark Shifts Three

Aaron L. Andrews, formerly feed products manager of Vick Chemical Co.'s Hess & Clark division, Ashland, O., has been named to the new post of assistant to the general manager in charge of new product development and planning. B. L. (Gus) Earhart, formerly sales training manager, has been named feed products manager. Meanwhile, John W. James, formerly new business development manager, has been named ad manager for feed products. He will be in charge of all feed medication advertising and promotion.

Hill Named Executive Editor

Industrial Publishing Corp., Cleveland, has appointed Charles A. Hill executive editor of *Modern Office Procedures*. Mr. Hill, who joined the magazine as an associate editor in 1956, succeeds the late John Falicki. He will direct sales and editorial activities of the magazine.

CONTEMPORARY MASTERPIECE!


McCall's
December
1959
35 cents
NEVER BEFORE A CHRISTMAS ISSUE LIKE THIS!
LARGEST AND MOST BEAUTIFUL EDITORIAL CONTENT, BEST HOLIDAY STORIES, MOST FASCINATING IDEAS ON FASHIONS, FOOD, DECORATIONS, ETC.

"Pensive angel, with poinsettia" was actually caught by camera. But this portrait will be long remembered as the cover of McCall's great and gala Christmas issue, 1959. McCall's December issue will decorate newsstands starting this week—most bountiful package in the magazine's history, filled with green-bough-fresh ideas to see, to savor, to make, to give, to buy, to contemplate in mind and heart. McCall's December issue closes an historic year of publishing. During 1959, McCall's became the talk of the nation. Women everywhere are giving McCall's the highest newsstand gains in women's service field. Advertising-value connoisseurs also gave McCall's the greatest advertising gains in the field, 22.5% revenue gain, in the last six months.

This all-holiday issue of McCall's also opens the door on 1960. During the exciting, challenging year ahead, McCall's will continue to offer more, more excitingly, than any other magazine in the field. During 1960, also, McCall's circulation guarantee of 6,000,000 becomes effective (the month is May, although this very December issue will be delivering well in excess of that figure). And throughout the months ahead, McCall's will continue to offer advertisers by far the lowest cost-per-thousand for four-color and four-color bleed in the women's service field. Do your Christmas soaring early: get December McCall's now. Do your 1960 ad-budgeting wisely; consider these sumptuously sound statistics on how McCall's will continue to be the best advertising buy in America.

COMPARATIVE COSTS PER THOUSAND				
	4 Color Page	4-Color Bleed Page	B&W Page	B&W Bleed Page
McCall's 6,000,000 Guaranteed May, 1960	**$4.76**	**$4.76**	**$3.83**	**$5.83**
Ladies' Home Journal 6,000,000 Rate Base January, 1960	5.00	5.75	3.78	4.34
Good Housekeeping 4,500,000 Rate Base February, 1960	5.35	5.88	3.88	4.27

IT'S EASY TO SEE...

the difference in quality when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1841

Maclean-Hunter Buys 'Heavy Construction News'

Maclean-Hunter Publishing Co., Toronto, has purchased *Heavy Construction News*, a weekly, and *Heavy Construction Review*, an annual, published by Heavy Construction Publications Ltd., Toronto, for an undisclosed price. J. C. Royle, manager of *Civic Administration*, a Maclean-Hunter publication, has been named manager of the company's new paper.

Employes of *Heavy Construction News*, which was started three years ago, have been invited to join the Maclean-Hunter organization, and it is expected that most of them will do so. New editorial and circulation policies will be announced in the near future.

Wadsworth to Opera Program

Charles C. Wadsworth, formerly with Hayden Publishing and *Holiday*, has been appointed advertising director of *Metropolitan Opera Program Magazine*, a new post.

VERNE F. KELLEY *has been elected vp-advertising and public relations of Greyhound Corp., Chicago. Mr. Kelley, formerly with Ruthrauff & Ryan, has been ad manager since joining Greyhound in 1957.*

Boost Product Use, Not Just Possession, Says IAR's Witherell

GRAND RAPIDS, Nov. 24—Americans are more interested in using things than in owning them, and ads that emphasize product action or use benefit to consumer are more effective than those appealing merely to pride of ownership, James Witherell, executive director of the Institute for Advertising Research, said last week.

He told the Advertising Club of Grand Rapids that Americans are commonly accused of having undue regard for material possessions. If this were really true, he said, then ads that showed products "being coveted" would be most effective. Actually, he said, studies by the Institute for Advertising Research show that action is the key to product appeals made through advertising.

■ "Americans would rather eat their cake than look at it," he observed. "Possession is merely a temporary act that is quickly translated into use."

Mr. Witherell cited these examples of his point: "An automobile shown in use on a scenic mountain road is preferred to a picture of a car in a sales showroom; a child shown romping on a deep luxurious carpet is more effective than one showing her standing on the side just looking at it; a girl in a diaphanous gown wearing the perfume advertised is more suggestive to the reader than a picture of a beautiful bottle."

But not all "pretty" ads can be discounted, he noted. If a layout, no matter how passive it is, strikes a favorable response by stirring fantasies of possible pleasure of possession, it is obviously reaching the reader and doing a job for the advertiser. #

McElroy Leaves Grant to Join Wade Advertising as A.E.

John P. McElroy, formerly a vp and account supervisor of Grant Advertising, Chicago, has joined Wade Advertising, Chicago, as a member of the account service staff.

John P. McElroy

He also has been with Foote, Cone & Belding and Edward H. Weiss & Co. and is a former advertising manager of Vick Chemical Co.

Scientific Radio to Mosher

Scientific Radio Products, Loveland, Colo., has appointed Mosher, Reimer & Williamson, Denver, to handle its advertising. Scientific Radio manufactures natural quartz crystals.

For newspaper advertisers, what is the Charlotte market?.....
To begin with, it's Metropolitan Charlotte (Mecklenburg County), biggest thing in both Carolinas. But that *is* only the beginning. Charlotte's newspapers, The Charlotte Observer and The Charlotte News, reach much further. In addition to providing saturation coverage of Charlotte itself, they deliver a Zone of Influence* that includes 39 Carolina counties, where the population totals nearly two million and yearly retail volume passes the one-and-a-half billion dollar mark †.

That Represents a Population Potential More Than Seven Times as Great as Metropolitan Charlotte Itself. And One Media Buy Delivers It All.

As a newspaper market, then, Charlotte is of major *national* importance... biggest in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

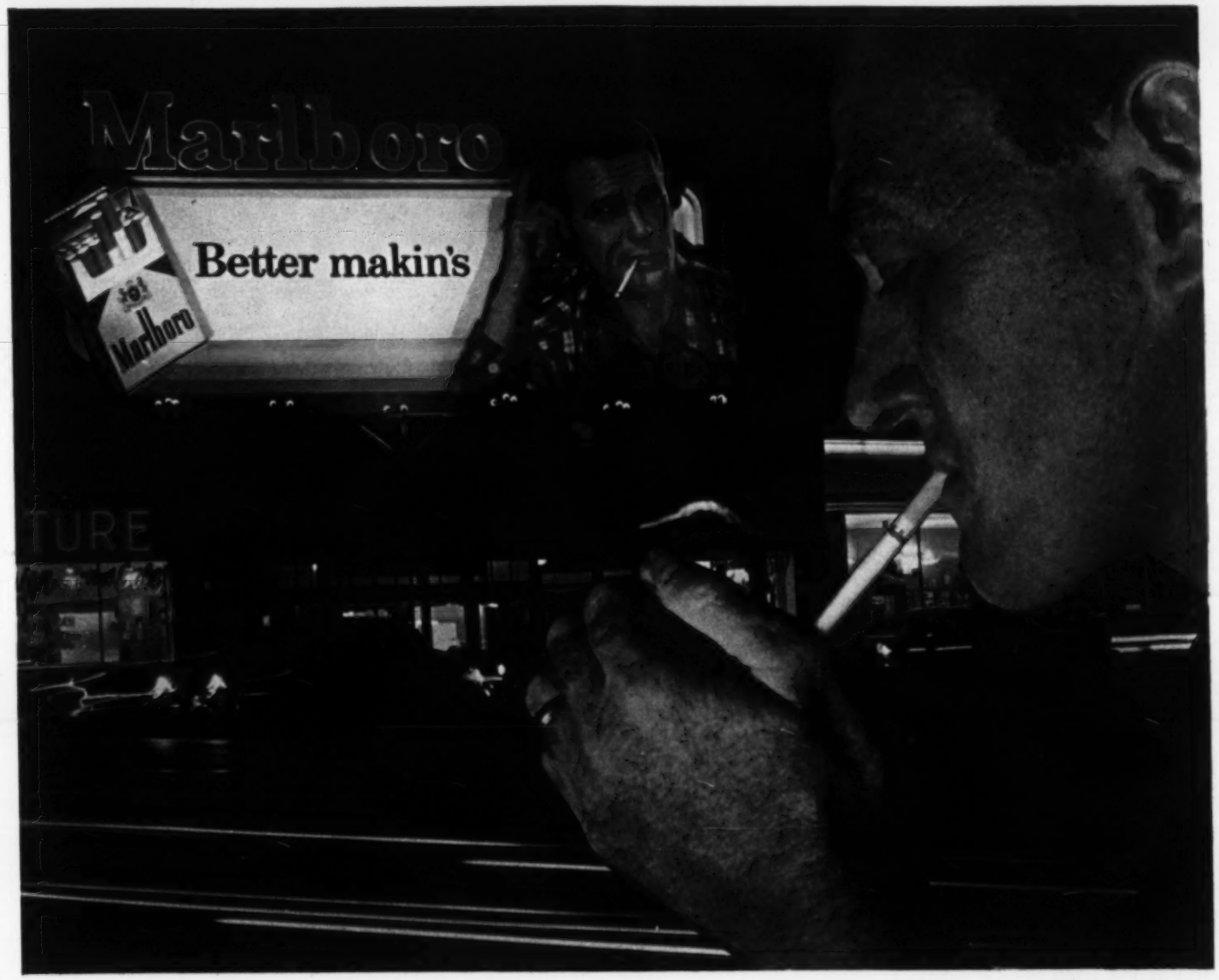
*Contiguous counties where Observer—News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.
†1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

Charlotte, N.C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

1 will get you 7



Outdoor is out selling when people are out buying!

Only Outdoor registers your message so fast and in such big full color—at the very time when people are out and ready to buy!

Here is the most telling time to mark a customer's mind with the image of your product—just moments before the customer is at the point of purchase.

And whoever your customers—men or women, young or old—you reach more of them for less in Outdoor than any other medium. Because everyone goes where Outdoor shows—along the main traffic arteries.

Ask an OAI man to show you how you can sharpen your marketing program with Outdoor posters, painted bulletins and spectaculars.

At his disposal—and at yours—are all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated—national sales representative of the outdoor advertising medium.

• • •

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

OAI OUTDOOR ADVERTISING INCORPORATED

Outdoor Life will NOT raise its announced advertising rates ($4,120 per B/W Page) before the issue of APRIL 1961 →
at the earliest.
Our top-quality circulation will continue to be competitive.
- Greatest editorial content
- Greatest ad response
- Lowest cost per thousand

BEST BUY IN THE FIELD

'Life' Wins Three Maggies; 'SEP' and 'Holiday' Each Get 2

CHICAGO, Nov. 24—*Life* was a triple winner in the third annual Maggie awards competition, which ended with the awards banquet here last week. *The Saturday Evening Post* and *Holiday* each won two Maggies.

Life won in the entertainment category for its 1958 entertainment issue. It won in the service to the home category, for its livable home series, beginning Sept. 15, 1958. And it won in the news, current events and history category for its "How the West Was Won" series beginning April 6, 1959.

The Saturday Evening Post's continuing series, "Adventures of the Mind," won in the creative spirit category. The *Post* also won in the public and/or community service category for its "Untold Story of Little Rock" beginning May 23, 1959.

Holiday also was a creative spirit winner for its April, 1959, issue devoted entirely to Africa; its second award, in the personality features competition, was for its Rockefeller family series, beginning in August, 1958.

■ A total of 30 awards were given. The competition is sponsored by the Mid-America Periodical Distributors' Assn., which met here last week in conjunction with other regional and national distributor groups.

Dell Publishing Co. won two awards in the creative spirit category with two comics books—"Little Lulu" and "Donald in Mathmagic Land."

The magazine award winners and their categories were:

Creative Spirit—The Saturday Evening Post, "Adventures of the Mind," continuing series; Holiday, "Africa," entire April, 1959, issue.

Entertainment—Life, entertainment issue, 1958.

Sports—Popular Boating, "America's Cup Race," September, 1958.

Fiction—Cosmopolitan, "Wullie," September, 1959.

Public and/or Community Service—The Saturday Evening Post, "Untold Story of Little Rock," beginning May 23, 1959.

Service to the Home—Life, Livable Home series, beginning Sept. 15, 1958.

Service to the Family—Look, "Story of Religions in America," beginning May, 1959.

Fashions—Gentlemen's Quarterly, "Continental Look," March, 1959.

News, Current Events & History—Life, "How the West Was Won," beginning April 6, 1959.

Personality Features—Holiday, "Rockefeller Family," beginning August, 1958. #

Parker Mrs. Baiter Baiter Bailey

AT THE GMA—*Among trade and advertising people who were present at the Curtis Publishing Co. reception for the Grocery Manufacturers of America were Ward F. Parker, J. Walter Thompson Co.; Mr. and Mrs. Richard Baiter, Lever Bros., and Morton S. Bailey Jr., The Saturday Evening Post.*

Arends Names Wolter; Adds 1

Lou J. Wolter has joined Donald L. Arends Advertising, La Grange, Ill., as an account executive. Mr. Wolter was formerly an account executive with the jd culea Advertising Agency, La Grange. Arends has also been named to handle advertising for Bryant Aluminum Builders, Plainfield, Ill.

The ASHRAE JOURNAL penetrates to the very core of Air Conditioning, Heating, Refrigeration and Ventilation... assuring impactful contact with this vast sphere of business.

Written with authority, read with conviction, the ASHRAE JOURNAL is editorially angled to command attention and response from influential Society members. Here is vital circulation, 98% *engineers*... men who are responsible for the design and specification of countless components and complete installations.

Let the ASHRAE JOURNAL act as your wedge in getting a sizable slice of this Billion-Dollar market.
Write today for Circulation Breakdown and Rate Card.

AUDITED PAID CIRCULATION ABC

AMERICAN SOCIETY OF HEATING, REFRIGERATING and AIR CONDITIONING ENGINEERS
Richard T. Biedler, Advertising Manager ... 62 Worth Street, New York 13, New York • BA 7-6262

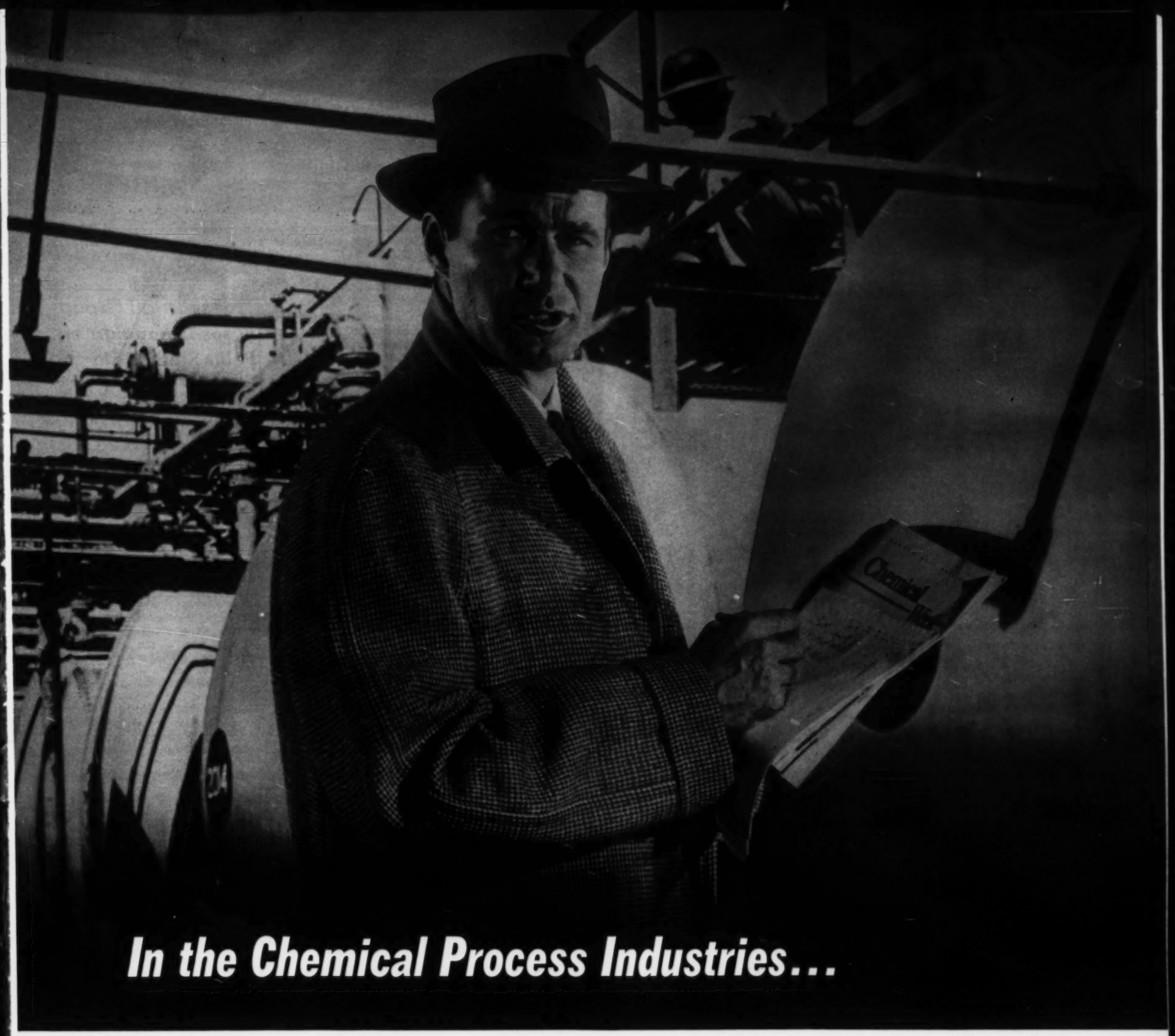
EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB — FEBRUARY 9 - MARCH 8, 1959
DEMONSTRATES AGAIN WREX-TV'S COMMANDING AUDIENCE LEADERSHIP
23 OF TOP 25 PROGRAMS
ALL ON
WREX-TV

STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD



In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

Yes, CPI-Management! From top bosses in the lab—to chief engineers in plant building, production and operations—to PA's and sales execs—right on up to front-office brass...the men who run this *"buy big to grow big"* market are elbowing their way deeper and deeper into purchasing transactions...eyeing your equipment, materials and services for every extra penny of profit margin...and they *alone* are big enough in responsibility—broad enough in function—and rich enough in influence to act, swift and sure, once you sell them at their own level.

This means CHEMICAL WEEK! By any measure of editorial scope, staff, style, timeliness and sheer utility for decision-making...this is the one magazine that captures CPI-Management's personality in print. Terse, analytical, filtered for fact...its news-packed pages span every process executive's interests, both technical and non-technical. With 29 full-time editors, over 42,000 all-paid circulation...it's read, preferred and subscribed to *independently* by more management men than any other CPI magazine. Let us show you why...your product belongs here *every week*...in CHEMICAL WEEK!

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

"Where typesetting is still an art"

POWERFUL PERSUADER

a SERVICE-SET ad

Readers of your ads and mailers are susceptible to the influence of your message. So don't take chances, be sure your message reflects your best with typography by ***SERVICE****. Service Typographers are efficient and skillful at helping make ads sparkle with the right type treatment. A trial will convince you . . .* ***CALL***

SERVICE TYPOGRAPHERS, Inc., 723 So. Wells St., Chicago 7, Illinois . . . Phone **HA**rrison **7-8560.**

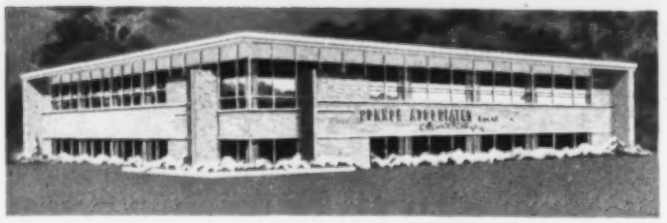
Prentice-Hall Sets 3rd Edition of Book on Retail Advertising

The third edition of "Retail Advertising & Sales Promotion" has been published by Prentice-Hall, Englewood Cliffs, N. J. Authors of the book are Charles M. Edwards Jr., dean, school of retailing, New York University, and Russell A. Brown, sales promotion advisor, Allied Stores Corp., New York.

Contents of the book include chapters on special problems of retail advertising, displaying of the selling message, and advertising research. Price is $7.95.

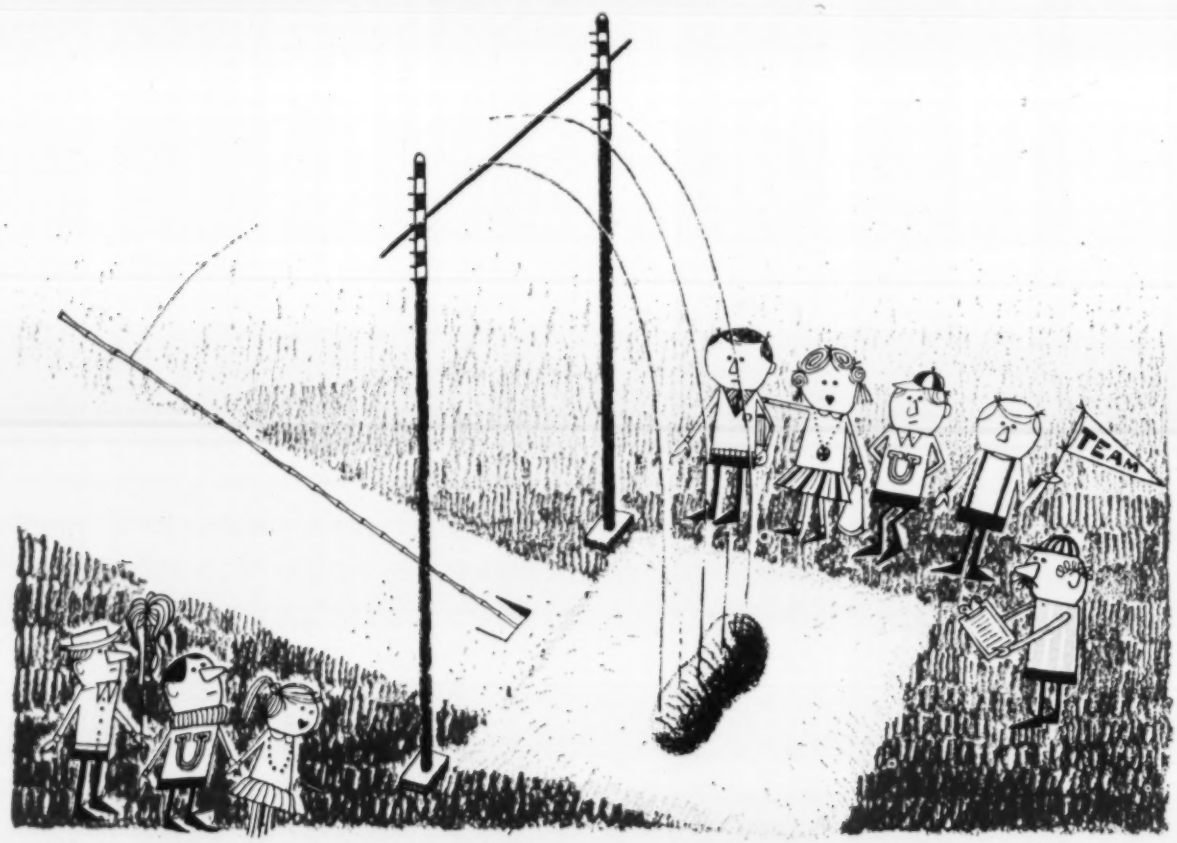
McWhorter Names Kolb

McWhorter Chemicals, Chicago producer of special resins for paint manufacturers, has appointed Kolb & Abraham, Chicago, to handle its advertising. McWhorter previously placed direct.



NEW HOME—*Connor Associates, Aurora, Ill., has moved into this bi-level studio-office building at 1460 E. River Rd., just south of Aurora. The 19-man agency, with 36 accounts, was started seven years ago by Roy Connor and Al Sager.*

SOMETHING MISSING



. . . LIKE CALIFORNIA *WITHOUT*

THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ Actually, total effective buying income of more than $3 billion
- ✓ As much buying income as all of these free-spending markets added together: Newark, Yonkers, Bridgeport, East Orange, Stamford, New Rochelle, Mount Vernon, Greenwich and Bloomfield
- ✓ Not covered by San Francisco and Los Angeles newspapers

All of the big spenders aren't in Suburbia. Out in California's incredibly productive Inland Valley, there's a whole marketful of people with billions to spend. Tell them your story in the newspapers that go home day after day — the Bees.

Data Source: Sales Management's 1959 Copyrighted Survey

- **THE SACRAMENTO BEE**
- **THE MODESTO BEE**
- **THE FRESNO BEE**

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Transport Ad Group Bases Campaign on Politz Study Data

NEW YORK, Nov. 24—In the belief that many agencies make buying decisions on the basis of a medium's glamor rather than its advertising efficiency, National Assn. of Transportation Advertising will launch an intensive promotion program early in 1960 for the transit advertising medium.

Harold Mers, NATA president, said that at the annual sales promotion meeting of the association held recently in Chicago funds for an educational campaign were voted to acquaint agencies and advertisers with the "documented efficiency" of transit advertising. The amount of the fund to be raised is still being worked out. Plans call for the most intensive promotion program undertaken by the transit advertising medium in the past decade, he said.

The heart of the new program, Mr. Mers said, will be the recently completed Politz study of outside transit poster exposure, "which documents the high advertising efficiency of the medium in terms of the actual exposures delivered per dollar" (AA, Nov. 16).

■ In addition to group presentations in major cities, a sound film presentation and a complete technical report on the Politz study will be used, Mr. Mers said. Plans are set to launch a direct mail and business paper advertising campaign. This latter phase of the promotion, to start early in 1960, will be handled by Thomson Advertising, Peoria, Ill.

"It was the consensus of our members at the recent meeting," Mr. Mers said, "that agencies, in their comparative media reports to clients, have not been unbiased in their transmittal of media information. Specifically, the members felt that agencies have not been adequately informing clients about the efficiency of the transportation advertising medium.

"Of course," Mr. Mers said, "there are notable exceptions among agencies. But by and large we believe that many agencies have erred in equating advertising glamor with advertising efficiency." #

'Better Movie Making' Bows

Better Movie Making, a bimonthly magazine covering the amateur motion picture making field, bowed on newsstands nationally Nov. 17. Published by Photo Topics Inc., New York, an affiliate of U. S. Camera Publishing Corp., the new magazine will have an initial printing of 100,000 and will charge $895 for a b&w page.

Lake Appoints Agency

Simonds, Payson Co., Boston, has been named to handle advertising for Lake Aircraft Corp. of Delaware, manufacturer of amphibian aircraft.

'Mademoiselle' Boosts Barron

David A. Barron, on the sales staff at *Mademoiselle*, New York, since 1954, has been appointed cosmetics manager of the magazine.

Goodyear gets maximum mileage in LIFE

20 years of LIFE advertising helps Goodyear to say, "MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND."

Today's Goodyear tires are "turnpike proved." To hammer home that theme to America's car owners, Goodyear consistently advertises in LIFE.

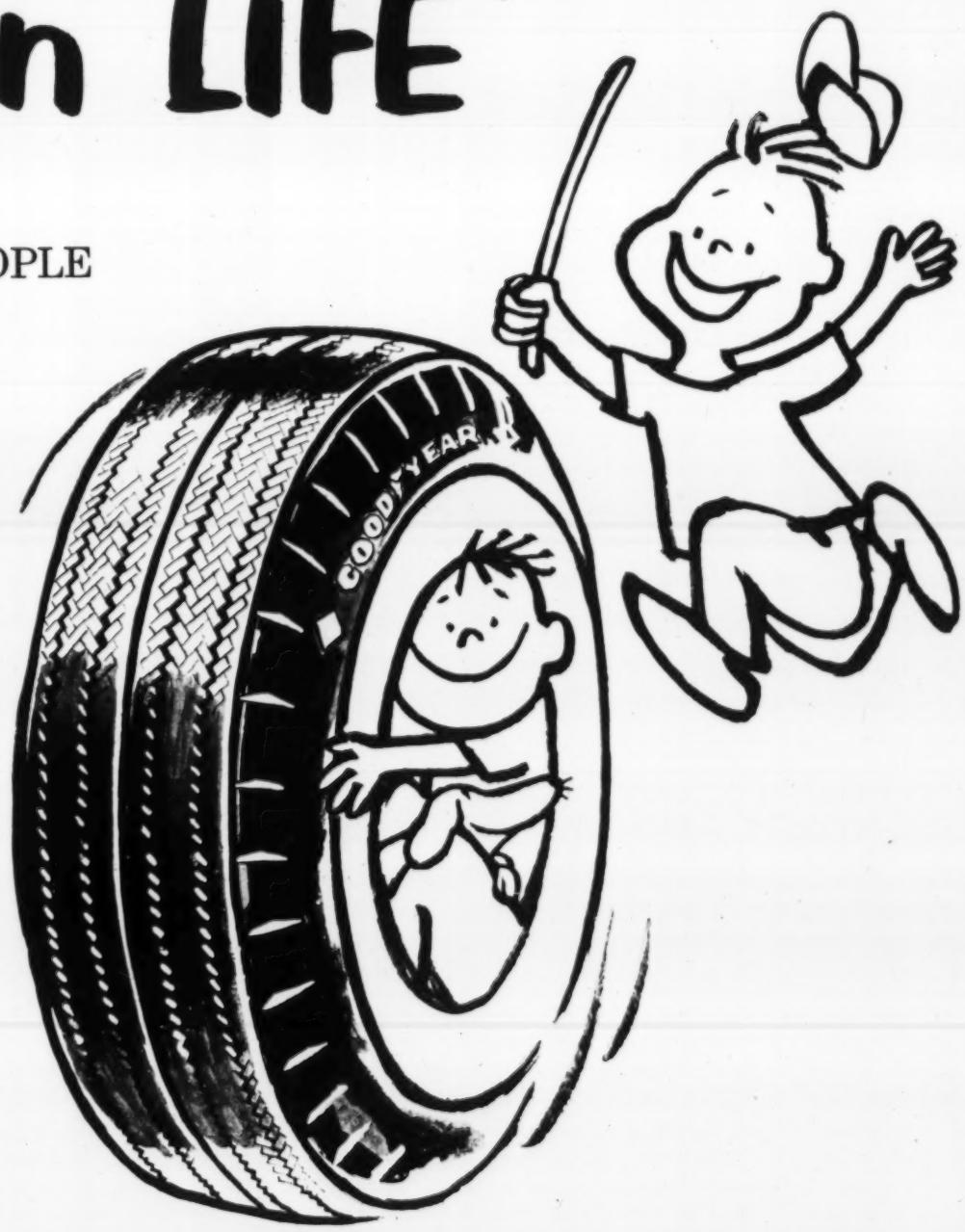
Says Goodyear's Director of Advertising, K. C. Zonsius, "The choice is a logical one. Goodyear advertising is LIFE proved.

"In the 20 years we've been advertising in LIFE, the magazine has consistently proved its ability to sell Goodyear tires. And like Goodyear tires, LIFE keeps getting better all the time.

"For example, we find LIFE's split run custom-made for our snow tire season in the North. And LIFE's fast close lets us report on such events as car races a mere seven days after they take place.

"In my opinion, LIFE is an important part of our advertising schedule, and that's one of the reasons why we can say, 'More people ride on Goodyear tires than on any other kind'."

LIFE really works—for Goodyear and Kroehler, RCA, Clairol, Polaroid and General Electric to name a few. Try it yourself.



Automotive, Automotive Equipment & Accessories

MAGAZINE	ADV. INVESTMENT
LIFE	$14,304,509
Saturday Evening Post	12,259,902
Time	4,618,657
Look	4,251,405
Reader's Digest	3,666,625

Source: PIB (T-100) Jan.-Sept., 1959

Effectiveness is a fact of

ADVERTISED IN

LIFE

Ad Potential of '64 World's Fair Called 'Tremendous'

NEW YORK, Nov. 25—Now that it has been firmly determined that New York will be host to another World's Fair in 1964, what are the advertising potentials?

"Tremendous," say the promoters.

"It will run into the billions," advertising men say.

While no official figures on advertising expenditures for the World's Fair here held in 1939-40 are available, there were between 7,500 and 8,000 exhibitors and 80 to 90 concessionaires, most of which advertised their exhibits or concessions in both national and local media.

The 1964 fair is expected to exceed the developments of 20 years ago.

■ The commission appointed by President Eisenhower and headed by Harry A. Bullis, former chairman of General Mills, after hearing proposals from other cities, selected New York as the most appropriate location for the 1964 fair because of its larger population concentration; the availability of a site in Queens County, just across the East River from the center of New York, at a rental from the city of $1 a year; the city's greater facilities for housing, feeding and moving people, and its role as a world capital housing the headquarters of the United Nations.

The local group that secured the fair for New York is headed by public relations man Thomas J. Deegan Jr., who also was connected with the 1939-40 fair. For several years he was pr man for the late Robert R. Young when Mr. Young, as head of Alleghany Corp., waged his proxy fight for control of the New York Central Railroad. Mr. Deegan is also public relations counselor to Radio Corp. of America and was active for various companies at the Brussels Fair and this year's Moscow Fair.

■ As matters now stand, plans are being prepared to estimate (1) the exhibit space that will be available, (2) lease terms and (3) architectural plans. When the New York legislature convenes in January, enabling legislation will be requested so the World's Fair Corp., as a non-profit organization can sell $150,000,000 in bonds. The organization already has $85,000 in gifts from members and reportedly has credit arrangements with three banks to the extent of $30,000.

The 1939 fair corporation sold only $28,000,000 worth of bonds; this apparently was not enough, because it wound up with an $18,000,000 deficit.

For the 1964 fair, it is estimated that the corporation will take in about $200,000,000 from leases, concessions and admissions.

■ At this stage, no decision has been made as to whether the corporation will have an advertising agency. Informed sources say it is unlikely. But virtually every exhibitor at the fair is expected to advertise its exhibit, and many companies that will not exhibit will tie their advertising to the fair. Hence, the advertising volume that will be stimulated by the fair is expected to be materially increased throughout 1964, both nationally and locally. #

Union Carbide Publishes Stainless Steel Booklet

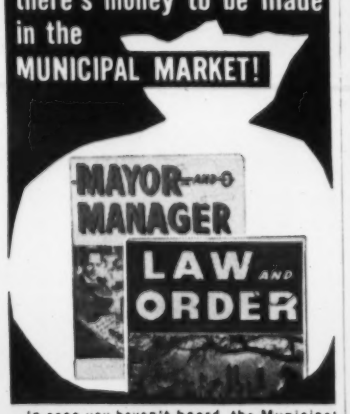
Union Carbide Metals Co., New York, has compiled an 88-page booklet, "Buyer's Guide for Stainless Steel Consumer Products," listing over 500 consumer products made of stainless steel and the companies that manufacture them. The booklets are being distributed to 20,000 retail store buyers by the company which is a major producer of chromium, the element that makes steel stainless.

The directory also includes two articles, "The Advantages of Stainless Steel Products," and "The History and Mystery of Stainless Steel." J. M. Mathes Inc., New York, is the agency for Union Carbide Metals, a division of Union Carbide Corp.

News Distributor Sentenced

Irving Bitz, who as head of distributing companies in New York's Bronx, Nassau and Suffolk counties was reportedly one of the largest magazine and newspaper distributors in the country, has been sentenced by a Federal judge to five years in prison and to pay a $45,000 fine for conspiracy and extortion in the wholesale distribution of newspapers and magazines in the New York metropolitan area.

there's money to be made in the MUNICIPAL MARKET!



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER

72 W. 45th St • New York 36, N.Y. • MU 2-8606

USE "THE MOST

Because here you can

STEP UP CLOSER TO YOUR MARKETS

WJR's Kramer Offers Radio-TV 7 Steps to Public Acceptance

NASHVILLE, Nov. 24—Seven "steps to true public acceptance" were recommended to the broadcast industry last week by Worth Kramer, WJR, Detroit, exec vp and general manager.

Mr. Kramer spoke here before the Tennessee Assn. of Broadcasters.

The seven steps were:

"First, study your community and/or your area in the light of your audience's advanced and enlightened needs and desires.

"Second, and here's your drastic surgery! Amputate! Discard some of your programs and replace them with features that will serve as many of the varied interests as you possibly can. You'll be surprised how many people you can reach cumulatively each week by doing just this. In this way you will be serving your total audience—not just one segment of it over and over and over.

■ "Third, throw away your ratings books—or, at best, use them only as management guides. Believe me, there's no 'safety in numbers.' Ratings may appear to be a great sales tool—temporarily. But remember this well. In the long run they benefit only the buyer—not the seller. If you don't think so, why are even the tv networks de-emphasizing ratings—and emphasizing their qualitative impact?

"Fourth, examine carefully your rate structure. Establish your rate card on the basis of true value to the advertiser. Then stick to your published rates. Make your rate card a bible, not the first chapter of a continuing mystery story, or perchance a starting point against which advertisers bid for your services. There's no such thing as being 'a wee bit pregnant' when it comes to price.

■ "Fifth, screen carefully the advertising which you accept, for, as Draper Daniels, of Leo Burnett Co., says, 'If we really want to give the critics of advertising a hard time, our most effective weapon is advertising that makes people believe in our integrity, reasonableness, good nature and decency. This means advertising with good manners—warm advertising with a heart—advertising that looks, feels, sounds and is believable.' Let your advertising be the communications of truth—as it relates to goods and services.

"Sixth, put yourself and your whole staff effectively into community affairs. Don't slough off your community responsibility with a few announcements scheduled in marginal times. There are real dividends in becoming good corporate citizens. Your community leaders are the business leaders—and businesses advertise. Need I say more!

"Seventh, be meticulous in your business affairs. Give your advertisers full value. Give them a 'fair shake' instead of the 'big squeeze.' Stop milking the product. Start feeding it the nourishing ingredient of good business practice. This is not 'do-goodism.' There's tremendous satisfaction in an honest dollar—and somehow, honest dollars invariably beget more honest dollars." #

USEFUL ONE" MOST

Look at it this way: A substantial part of your advertising objective is to move your company closer to its dealers and/or your sales representatives. Using The Wall Street Journal, you have *many* opportunities to step up closer to them.

Through The Journal's 4-edition set-up, you can shift dealer listings around one basic advertisement. By limiting the listings to dealers of a particular region, you'll save space . . . give each dealer more prominence . . . more prestige . . . make it easier for prospects to spot the nearest dealer's name and address . . . speed up inquiries from customers . . . and speed up conversion to sales. In the same way, listings of your field offices or your sales staff names get endowed with more punch when you limelight them by using The Journal's regional copy flexibility.

And this, mind you, is only *one* part of The Wall Street Journal's *total* flexibility. Get the complete story about maneuverability of time, copy, size and markets . . . and you'll discover why this only national business daily is reckoned **The Most Useful One** by advertisers as well as readers.

THE WALL STREET JOURNAL.

No matter where,

Executives Say:

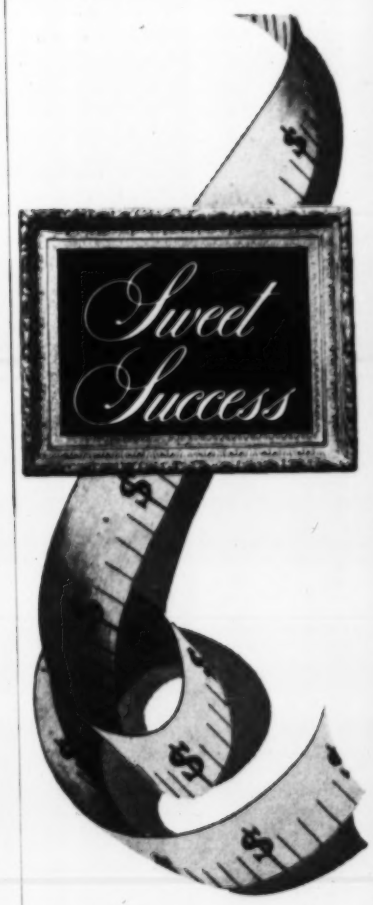
"THIS ONE IS THE MOST USEFUL ONE,"

when comparing all Newspapers and Magazines.

Published at:

Eastern Edition	Midwest Edition	Southwest Edition	Pacific Coast Edition
NEW YORK & WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St. • 1015 14th St., N.W.	711 W. Monroe St.	911 Young St.	1540 Market St.

© Dow Jones & Company, Inc. 1959



SWEET SUCCESS adds the measurement of success that helps you get low cost-per-thousand sales...a unique format that provides the ideal climate for your sales message.

Created and produced by Jack Douglas, three-time Emmy Award winner.

I T C INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

This Week in Washington . . .

FDA's Commissioner Larrick Defines New Target: Nutritional Quacks

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 25—In recent months there have been many warnings that food advertisers tread on dangerous ground when they make therapeutic claims for their products.

At a time when all government regulatory agencies are "talking tough" in their relationships with advertisers, the controversy over therapeutic claims in the food field may be passing beyond the talk stage.

Red flags are up for breads which stress slenderizing values; cooking oils which supposedly guard against heart disease, and cereals which emphasize health-building properties. Ads for these products are exciting; but among the people they excite are the agents of the Food & Drug Administration.

■ For more than half a century, FDA has waged relentless war against nutritional quacks—faddists, crack-pots and fakers who trade on the public's fear and superstition about food. Advertisers who resort to therapeutic claims for these foods often are recognizable descendants of the old fashioned traveling medicine man, says FDA Commissioner George Larrick.

Commissioner Larrick's indignation is directed by what he calls "the promotional blitz." Making full and skillful use of media of mass communication, he explains, the advertiser makes broad claims based on inconclusive evidence. Once facts are established, his claims may be valueless. But he knows such research takes time. Meanwhile he reaps his profit.

As cranberry growers can testify, FDA is no outfit to trifle with. If events continue as they are, a number of national food advertisers may discover this first hand.

Nutritional quackery isn't quite as dangerous a business as shipping adulterated berries. But it isn't a wrist-slapping offense either.

■ Under a thoroughly-tested "squeeze play" system, FDA seizes the advertiser's product. It then contends the product is a mis-labeled drug, since there are no directions on the label to indicate how the product is used to achieve the results which are promised in the advertising.

Currently, FDA is making an intensive survey to establish "informed scientific opinion" on the properties of unsaturated vegetable oil. This is the first step in loading FDA's legal guns.

Once the survey is completed, Commissioner Larrick can draft an "interpretation" specifying FDA's policy on oils. Advertisers who cross that line will be strictly on their own.

In recent conversations, Commissioner Larrick has been expressing hope the food industry leaders will sense the dangers involved in "blitz promotions" before the situation gets any worse.

■ Advertisers who engage in the "blitzes," he contends, are inviting trouble for themselves and their colleagues in the food industry. "Just as surely as night follows day," he says, "there will be a public demand for these shady operations to be cleaned up by government regulation."

Aside from regulatory implications, he figures the food industry ought to be interested in protecting its self respect.

Once a manufacturer successfully uses the blitz technique, he forces his competitors to resort to similar practices, Commissioner Larrick observed. Thus, even the most reliable companies may find themselves compelled to resort to promotional methods they deplore.

"Food manufacturers who have climbed on the unwarranted promotion band wagon may well look back a few years and realize it was a grave mistake. You cannot promote food as a drug on one hand and successfully combat on the other the false claims now prevalent that the food supply has been doctored and debased.

"The time has come for responsible industry leaders to exercise some control over the promotional practices of the less responsible firms on Madison Ave.," he said.

■ Will anything materialize? Anyone who has been watching the activity of his boss, Secretary of Health-Education-Welfare Arthur S. Flemming, knows that if Commissioner Larrick decides to move against foods which make therapeutic claims in their advertising, he's sure to get support at the top level.

At his weekly press conferences, Secretary Flemming has already mounted a mighty publicity offensive against promotions for weight reducing products, and he has allied himself with the American Dental Assn.'s attacks on dentifrice ads.

■ One final thought:

"In the current climate here," said an official of a federal regulatory agency the other day (not Commissioner Larrick), "advertisers had better expect that their every mis-step will be questioned.

"Crackdowns on advertising are the popular thing today; regulatory agencies are praised for acting. They can count on more money and manpower if they need it.

"A few years ago, an agency might even risk costly retaliation if it took on a case which offended an influential member of Congress.

"Remember what the House appropriations committee did to the Food & Drug Administration for seizing Mountain Valley mineral water? Congressmen drink that water. So they 'fined' FDA $100,000—reduced its appropriation by that much.

"Regulatory agencies are like cops. They know it isn't smart to pick a fight in a dark alley. It is smarter to fight in the light where there is a better chance that Marquis of Queensbury rules will be observed.

"The light is on now. This is the time when regulatory agencies feel safe in taking on a fight." #

K&E Boosts Burton, Armstrong

Kenyon & Eckhardt has elevated Robert R. Burton to the board of directors and promoted Victor Armstrong to senior vp, account management. Mr. Burton, a senior vp with account management responsibilities, moved to New York earlier this year. He was formerly head of the Chicago office. Mr. Armstrong, formerly vp and account supervisor, joined K&E in Detroit in 1954 and moved to New York in 1957.

Five Stations Join CBS

WKNE, Keene, N. H., which left CBS Radio last year to join NBC when the former instituted its Program Consolidation Plan, has rejoined CBS. Others joining CBS are WBRK, Pittsfield, Mass.; WKNY, Kingston, N.Y., and KREX, Grand Junction, Colo., which are also affiliated with Mutual, and WKVT, Brattleboro, Vt., a new station expected to begin broadcasting Nov. 29.

new faces . . . new buyers

more readers . . . more advertisers are turning to Today's Health

THE NEW

Today's Health

Millions of Americans are learning that it's fun to be healthy! Editorially—in its advertising pages—TODAY'S HEALTH reflects this new pattern of living—is growing with this growth market. Circulation in July, 1959, is up 58 per cent—up 73 per cent in advertising linage! Our 619,411 paid subscribers now include nearly 140,000 A.M.A. physicians, who place each issue in their reception room, where it is seen—read—believed by an estimated 40,000,000 patients per month, at the moment when their interest in products that contribute to comfort—safety—convenience—is at its peak. These new faces are important in YOUR market picture. They represent growing families who are pre-sold on high standards of health and living. If your product appeal ties in, it will have a powerful impact on this audience. And remember—a growing family is a buying family.

the magazine that features positive living

Today's Health is published by the American Medical Association for the American family.

535 N. Dearborn St.
Chicago 10, Ill.
WHitehall 4-1500

475 Fifth Ave.
New York 17, N. Y.
ORegon 9-9383

Whaley-Simpson Co.
6608 Selma Ave.
Los Angeles 28, Calif.
HOllywood 3-7157

Whaley-Simpson Co.
700 Montgomery St.
San Francisco 11, Calif.
SUtter 1-4583

The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 10 million monthly to furnish them. Fantastic? Yes, but true . . . proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.

THIS BEDTIME-STORY

about TCJ Motel Readers is

ALL FACT—NO FICTION!

For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Director.

TOURIST COURT Journal
TEMPLE, TEXAS

publishing more ad lineage than any other motel magazine

sharpen your selling tools with Sports Afield

Put a cutting edge to sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors . . . and who read *their favorite magazine* edited exclusively for them.

To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD . . . for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

***Ad revenue has quadrupled in the post-war period, circulation has more than doubled . . . 4th quarter of 1959 average circulation in excess of**

1,100,000**

**Publisher's estimate

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

Advertiser Finds Media Like News—if Accompanied by Insertion Order

(Continued from Page 3)

tising, naturally we do not use the releases."

The publisher of a Texas weekly asserted, "We cannot live on news—we must have some advertising!" A New York weekly publisher wrote, "You need greatly increased advertising in this area." An Arizona managing editor wrote, "How about a little advertising to go with it?"

Other replies included:

- The advertising manager of an Oklahoma weekly: "Include any free publicity with your advertising schedule and it will receive our consideration—we give a little when you buy a little. Even give more than tv."
- An Indiana editor: "If you desire to use our paper for [news] material then it also should be desired for advertising." A California publisher: "Have ad space—will sell."
- The editor of another California weekly: "Releases will be used when [the paper] is placed on advertising schedule. Not before."

■ So went the replies, with the majority worded in this vein from smaller and weekly papers:

"Please have your advertising department place ads direct with us." "Receive no advertising of any kind. We suggest you send your publicity to the papers which do." "Public relations material will be used only when accompanied by paid advertising." "We DO NOT run news releases on any products or commercials unless we have paid advertising with it."

Other replies: "Not interested unless we receive advertising." "We make our living selling advertising." "Publicity carried for advertisers only." "Do we receive advertising schedules for any of the products you publicize?" "We want your news, but we are also in the advertising business. [You have] been pretty short with us recently."

■ In the radio field, a small minority of the replies were equally blunt. A western radio station owner wrote: "Last year we received $00.00 advertising from [you] locally and nationally. This year we will give double that amount in publicity." From Montana: "We would feel much more inclined to use press releases if there was some additional paid advertising. We will not use them until then."

From Missouri: "I'd be happy to use your news releases when your company sees fit to use [call letters] radio." A Colorado station owner: "Since we receive no [product] advertising, naturally we do not use the releases."

From upper New York came: "We'd use product and other releases with advertising material, gladly, if you'd get us some [product] advertising, which we never get." And another station: "We receive no advertising so therefore your releases are promptly deposited in the wastebasket." From North Carolina came: "[Your local dealer] is virtually a non-radio user—why? If worth trouble to send news releases, is it not worth convincing dealers to use radio?"

■ Among the other pointed replies: "Rates for time on request"; "We would appreciate paid spots"; "Why don't you buy some radio time?" "We welcome your news releases, and would also welcome a commercial schedule on [call letters]"; "We are a commercial radio station interested in paid advertising only, thank you." #

Chenault Edwards Flynn

CORRIDOR TALK—*Chit-chat at the Los Angeles regional meeting of the National Assn. of Broadcasters was shared by L. E. Chenault, KYNO, Fresno; John Edwards, KMJ-TV, Fresno; and Tom Flynn, KERN, Bakersfield.*

Braniff Airways Offers New U-Write-Ticket Credit Plan

Braniff International Airways, Dallas, has introduced its new do-it-yourself ticketing plan which can be used on any of Braniff's routes throughout the U.S. The U-Write-Ticket plan is available to holders of Braniff courtesy cards and Universal air travel plan cards to any person who has a credit agreement with Braniff. With this plan, passengers call for reservations, fill out their own ticket on provided blanks and present it at the airport for validation. Their account is then automatically charged for the ticket.

QUANTITY

Type-C Color Prints Sell

PEACOCKS

They couldn't mail a Peacock, so they mailed a colored photo. If your product looks best in color, send a Quantity Photo color print.

8x10 COLOR PRINTS **25% OFF** (until Dec. 31st.)

QUANTITY Photos will sell for you because they are QUALITY photos.

8x10 TYPE C COLOR PRINT DISCOUNT PRICES

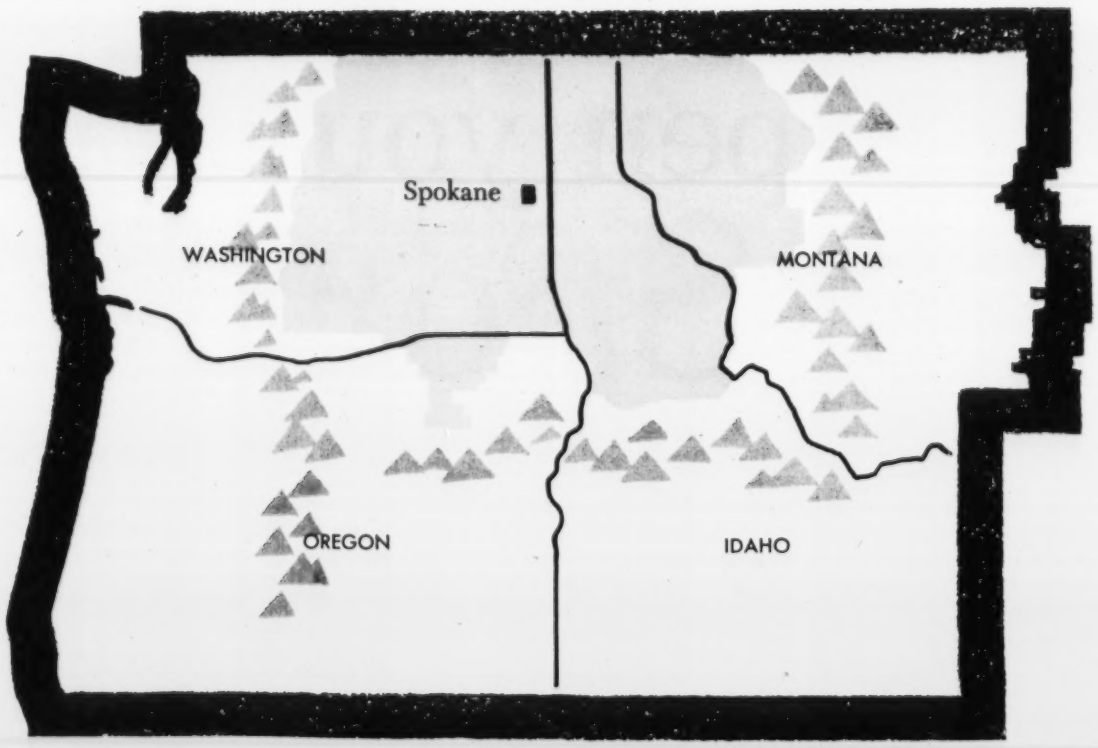
Number	11-50	51-100	100-up
Discount Price ea.	$1.69	$1.50	$1.31

Other Type C sizes also reduced.
Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.

Question:

WHAT EXCEPTIONAL, BIG, FAST-GROWING MARKET IN THE WEST MUST BE MEASURED BY THE P.P.P. YARDSTICK?



You Ought to Know. Thomas Watson

Sound and unusual marketing and selling ideas, which have resulted in increased sales for clients, are the forte of Thomas Gaylord Watson, the new head of the Chicago office of N. W. Ayer & Son.

In 1949, three years after he joined Vick Chemical Co. as a salesman, the 32-year-old Mr. Watson was named vp in charge of Vick's Canadian branch. During his first two years in this position, sales jumped from $900,000 to $1,500,000. Much of the sales success was attributed to a special sales task force organized by Mr. Watson which got distribution for cough drops in outlets never before used by Vick, and the successful introduction of new products.

Mr. Watson left Vick in 1952 to join Ayer as a plans and marketing executive. He was named account supervisor on Sealtest Foods in 1954, and in 1957 he was named to head up the Johnson & Johnson account as well.

■ While working on Sealtest, Mr. Watson was one of the men responsible for developing a marketing plan which featured flavors of ice cream other than the standard flavors—chocolate, vanilla and strawberry. Sealtest introduced eight other flavors in 1956, featured these flavors in ad campaigns, and achieved a sizeable sales gain because of the strategy.

"Thinking up new selling ideas to move products is my cup of tea," Mr. Watson said. "Then my job is to follow through and stimulate all members of the agency team and to see that the immense intelligence of the agency is focused toward solving the advertising problems of our clients."

In his new position, Mr. Watson is heading up Ayer's third largest office (after New York and Philadelphia) with billings estimated by ADVERTISING AGE at $20,000,000, and such clients as United Air Lines, Armour & Co., Crane Co., Container Corp. of America, Caterpillar Tractor Co., Ohio Oil Co., Illinois Bell Telephone Co. and Sugar Creek Creamery.

■ The quiet, soft spoken Mr. Watson has two goals in his new job. "We plan to give all of our clients in our Chicago office better service," he said. "And we also intend to go after some new business which will make our Chicago office grow." New business activities will begin in earnest, he said, after a man is moved in to replace William B. Carr, who last week was named president of Million Market Newspapers (AA, Nov. 23).

Thomas G. Watson

Mr. Watson was born and reared in Hugo, Colo., and is proud of his western background. He made his first trip East when he enrolled at Yale University, where he received his bachelor's degree, majoring in history. After a year at the Yale University law school, he enlisted in the U.S. Navy, which promptly transferred him to the Harvard University business school for 18 months.

He later served as a commander in the Seabees where he saw action in New Guinea and the Bismarck Archipelago. After an overseas tour of two years, he returned to the U.S. and was discharged in 1946. He joined Vick after his discharge.

■ The Ayer executive and his wife, Adele, have been married five years. Three years ago, while visiting in Greece, the Watsons adopted two Greek orphans, a boy and a girl, shortly after they were born. The children, who are nearly four years old, have been named Thomas Jr. and Elena. Mr. Watson said it took only 17 days to finalize the adoption. Mr. Watson also has a stepson, James Stevenson, 26.

Fishing, camping and hiking were listed as the favorite pastime activities by Mr. Watson. "We just like to get out in the fresh air and get away from the bustle of the city," Mr. Watson said. "Do you know where I could buy a cabin near the Chicago area that we could use as a base for our operations during the summer months?"

Wenter Opens Own Offices

Frank Wenter has formed his own publishers' representative company, Frank Wenter & Co., with offices at 11681 San Vicente Blvd., Los Angeles. Mr. Wenter formerly was vp of Clissold Publishing Co. His new company will represent five publications of Miller Publishing Co., two Pulpit Digest Publishing Co. publications, the *American Surgical Trade Journal* and Clissold's three publications.

Florida Reports on Ad Budget

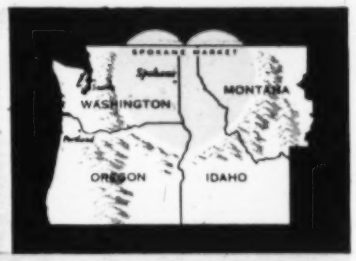
In its annual report to Florida Governor LeRoy Collins, the Florida Development Commission, Tallahassee, said it spent more than $1,000,000 during the past fiscal year on Florida advertising in national publications. The commission said two-thirds of the $1,100,000 was used to attract tourists to the state and the remaining third was used to attract industry.

Simoniz Promotes Connolly

Arthur F. Connolly has been appointed general sales manager of the Simoniz products division of Simoniz Co., Chicago. He joined the company in 1954, and was named sales manager in 1958.

Answer:

The SPOKANE MARKET



...TIMES AS BIG AS IT LOOKS!

	METROPOLITAN SPOKANE	RETAIL TRADING ZONE	TOTAL SPOKANE MARKET
PEOPLE POPULATION	286,100	679,600	1,150,500
PAYCHECKS NET INCOME	$541,034,000	$1,250,602,000	$2,009,334,000
PURCHASES RETAIL SALES	$342,344,000	$ 793,504,000	$1,348,779,000

THE SPOKESMAN-REVIEW and SPOKANE DAILY CHRONICLE

reach one of every two families in this TOTAL Market!

Spokane is the "Big Town" for one of the very largest, completely integrated and totally isolated marketing areas in the entire nation. This market defies the usual Metro area measurements. To understand the full sales potential in this 80,000 square-mile region, you must measure the total area of 36 counties in eastern Washington, northeastern Oregon, northern Idaho, and western Montana. Compared to metropolitan Spokane, the total Spokane market population, net income, and retail sales are FOUR TIMES greater. The Spokane daily newspapers cover 9 out of 10 metropolitan Spokane families, 7 out of 10 families in the retail trading zone, and 5 out of 10 in the TOTAL Spokane market.

Spokane is a BURGOYNE Grocery and Drug Test City

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

1 out of every 2 families

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

JUST OUT!
BACON'S 1960 PUBLICITY CHECKER

Now with quarterly revisions — Completely up-to-date all year long

BACON'S famous Publicity Checker is out for 1960! It's the only complete directory to over 3,500 business, farm and consumer magazines. Every listing gives you name, address, editor, issue date, circulation, publisher and editorial code that shows type of publicity each publication wants. 99 market groups to guide you in release list selections. The all-new 1960 Checker incorporates thousands of changes for 1960. In addition, you'll get a revision every three months for 100% accuracy all year long. Get more publicity at lower cost. 352 pages, 6¾" x 9¼", fabricoid cover. Lays flat when in use. $25.00 each with quarterly revisions. Order today!

ON APPROVAL

Please send____copies Bacon's Publicity Checker. Bill: ☐ Me ☐ My Company. $25.00, including revisions.
Name____
Company____
Address____
City____ State____

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois

sawing's fine . . . . . BUT NOT HERE!
2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!
FARGO
N.D.
MOORHEAD
MINN.
(Largest between Minneapolis and Spokane.)
Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!
Represented by Kelly-Smith Company
THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Tv Takes 'Leadership in Outrageous Crassness' of Ads, Says Rowsome Book

NEW YORK, Nov. 25—There seems to be a growing fascination these days with old ads.

"Leafing through the pages of a 60-year-old popular magazine can be a delightful experience. It is not so much the editorial contents—the earnest expose of shame in high places or the sugar-glazed stories of thwarted love—as it is the old advertisements that enchant modern eyes."

So begins "They Laughed When I Sat Down," a 182-page, $7.50 volume just published by McGraw-Hill Book Co. Billed as "an informal history of advertising in words and pictures," the book is authored by Frank Rowsome Jr., managing editor of *Popular Science*.

"They Laughed When I Sat Down" reproduces in all their old glory some 200 pre-World War II ads. There's Cadillac's "Penalty of Leadership"; Ford's 1908 introduction of the Model T; Listerine's "You wouldn't care to meet Marvin" halitosis copy; Gillette's depression-era "I didn't get the job" ad (showing a returning husband with a thick five o'clock shadow); the New Haven's "The kid in Upper 4"; and this beauty, for 1898:

Though love grow cold
Do not despair;
There's Ypsilanti
Underwear.

■ But Mr. Rowsome does more than merely reprint old ads. He uses them as background for a witty commentary on the development of advertising. Told here are the stories of the people who produced these ads—Albert Lasker, Claude Hopkins, George Rowell, Bruce Barton, T. M. MacManus, J. Stirling Getchell and many others.

Mr. Rowsome does succeed, therefore, in presenting an informal—if sketchy—history of the advertising business. He concludes with this observation:

"Magazine advertising has clearly settled down into a sedate middle age, far removed from its wild-oats youth. The extent to which this is true can be demonstrated at the flip of a switch. Television advertising, complete with hound's tooth vest and rhinestone stickpin, as well as 20% higher volume-level on the commercials, has taken over unquestioned leadership in outrageous crassness. See any 90-second commercial where an actor, festooned with a stethoscope and head mirror, and armed with a shadowbox to show The Product's timely arrival in the intestine, delivers a message of unexampled fatuity.

"Radio and tv, with their special capacity for reaching audiences of immense size, including masses of customers scarcely able to fog over a chilled mirror, have inevitably shouldered magazine advertising into a comparatively select category.

■ "Possibly the best thing about radio and tv advertising is that it ordinarily disappears with the speed of electromagnetic waves. It has nothing of the relative durability of advertising in print, which not only can be scanned or ignored by several readers at their own time and pace, but also is preserved in libraries the world over for subsequent examination."

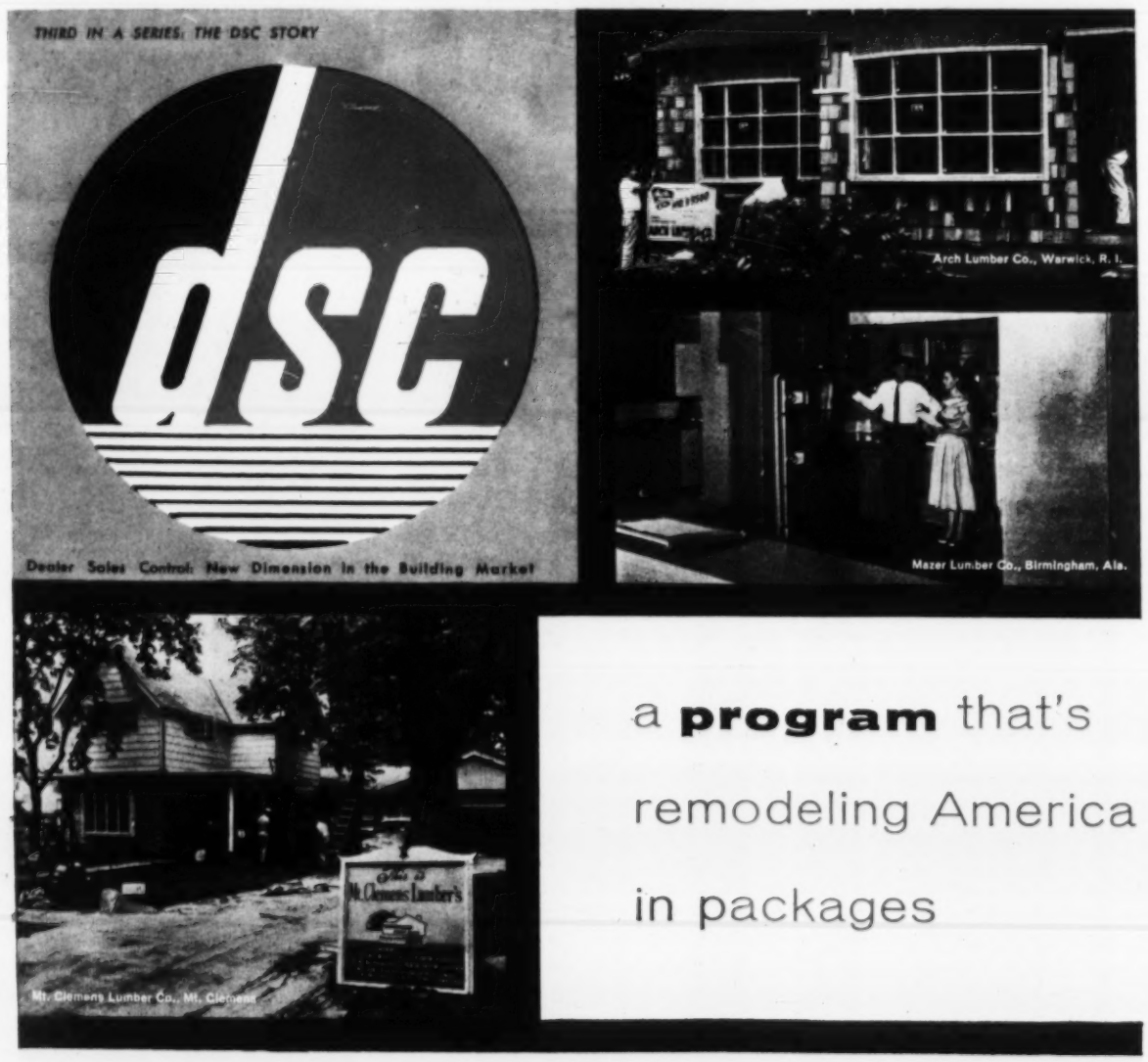
McGraw-Hill Forms Four New Sales Districts

McGraw-Hill Publishing Co., New York, has formed four new sales districts and appointed four managers, effective Jan. 1. The North Pacific district will be headed by John W. Otterson, vp and district manager, with headquarters in San Francisco. The South Pacific district will be headed by Knox Bourne, regional vp and a district manager, with headquarters in Los Angeles. George C. Tenney, vp, director and president of McGraw-Hill Co. of California, a subsidiary, will relinquish his duties as Pacific district manager to concentrate on corporate activities.

The Southwest district will be headed by Gordon L. Jones as district manager, with headquarters in Dallas. The Southeast district will be headed by Douglas C. Billian as district manager, with headquarters in Atlanta.

WWJ-TV Boosts Colie, Wales

Ray W. Colie, since 1955 national sales manager of WWJ-TV, Detroit, has been named sales manager of the station. John A. Wales, local sales manager of the station since 1957, has been named national sales manager.


THIRD IN A SERIES. THE DSC STORY
dsc
Dealer Sales Control: New Dimension in the Building Market
Arch Lumber Co., Warwick, R. I.
Mazer Lumber Co., Birmingham, Ala.
Mt. Clemens Lumber Co., Mt. Clemens
a program that's
remodeling America
in packages
A program at work the past 14 years is remodeling America in packages. It is custom remodeling homes on a grand scale—by whole rooms or complete homes from the design stage through financing. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements.
DSC has succeeded. It has proved itself.
Thanks to DSC, dealers are taking control of the home improvement market, estimated to be worth $69 billion today. Thanks to DSC, 88% of our dealer audience operate modern retail stores featuring home improvements, 80% sell, finance and install home improvement packages, 65% provide planning and design services for home improvements. Details are available on DSC, the superior dealer audience it has created, and what this superiority means in the new market.
American Lumberman
and Building Products Merchandiser
THE MAGAZINE SHAPING THE NEW BUILDING MARKET

unposed—a well known man

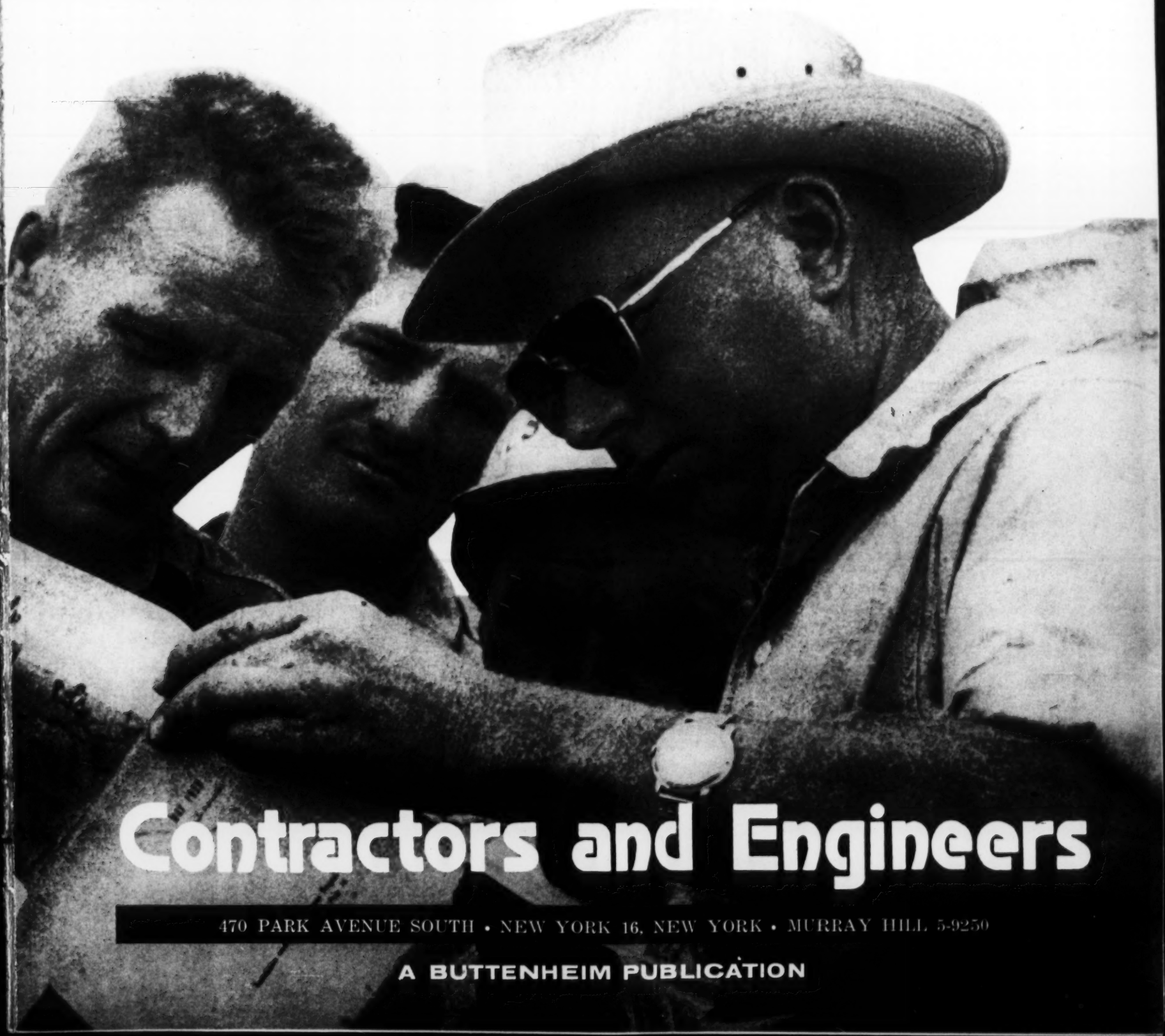
Right up front, in this unposed photograph on a construction site in Washington State, is a well known man.

CONTRACTORS AND ENGINEERS doesn't know him personally, but it knows as much as any magazine can know about his purchasing influence, his title, his functions, the size of his company, how much equipment his company owns and how much material it buys every year.

Continuing research in all these important areas has made C&E readers "well known men" to the magazine's editors—has given C&E much insight into their problems and the kind of articles they want to read.

Because C&E knows its man so well, advertisers have confidence in this magazine's editorial power...a power that brings the right man's attention to their selling messages.

The research studies behind this editorial influence will help you do a more accurate marketing job. Ask your C&E representative to show you what we know about construction men and their companies.



Contractors and Engineers

470 PARK AVENUE SOUTH • NEW YORK 16, NEW YORK • MURRAY HILL 5-9250

A BUTTENHEIM PUBLICATION

December, 1949—
the first appearance
of the story that
has since become
a Christmas classic.

The Littlest

...once again... a child's Christmas fantasy for

Ten Christmases ago, Coronet first published this tale of the unruly little angel with the crooked halo and tear streaked cheeks, who presented a wooden box containing his earthly possessions as his gift to the Christ child.

This story, which glows with affection and tenderness, has since become a classic of its kind, reproduced on recordings and film. On the tenth anniversary of its first publication in Coronet, the editors proudly present again "The Littlest Angel."

At the Christmas season, this story goes deep into the hearts of its readers, but Coronet's purpose is not only to inspire. Covering the full range of human interests the following are some of the other features of the December issue.

• • •

"The Promise of New Cells for Old" by Herbert S. Benjamin, M.D.

The medical technique of cellular therapy is a startling European treatment for the aged but still unproven and considered controversial in this country. Dr. Benjamin has discussed it with its discoverer, Dr. Paul Niehans of Switzerland, reviewed his work and evaluated its use. This is Dr. Benjamin's report on what may prove a major medical development.

"My Eyes Are In My Heart" by Ted Husing

From time to time, Coronet runs a condensation of an outstanding book. The editors felt that Ted Husing's story would make an important contribution to its pages. This is the frank autobiography of a star performer in broadcasting and sports who admits he became a heel without realizing it until almost too late. He built his career on a shifting structure of false values. It inevitably declined and he was stricken with a brain tumor that partially paralyzed him and deprived him of 80 per cent of his vision. His uphill fight to maintain strength for the long struggle back to health and prosperity is a very human and inspirational story.

"America's Number One Political Boss" by Alfred Balk

Here is the powerful story of Mayor Richard J. Daley

CORONET... *Over*

Angel

all the young at heart

of Chicago. Elected as an avowed "machine man," he paradoxically uses his power to the benefit of his city. With well-disciplined command of Illinois' delegation, he may well be a king-maker of major import at next year's Democratic Presidential convention.

Sweet are the sounds of success, and Coronet's message comes through loud and clear.

Circulation guarantee is 3,100,000 with actual delivery considerably higher. Advertising pages doubled in three years to a total of 593 pages in 1959. Right now business on the books for 1960 is 28% ahead of last year at this time. The new names on Coronet's roster include Chevrolet, Esso, Ry-Krisp, Savings & Loan Foundation, Minnesota Mining & Manufacturing, American Can, Heublein, Northwest Airlines and many others.

And remember: beginning with the March, 1960 issue, bleed is free and there is no charge for second color.

12 million readers every month

Information for Advertisers

A market study of the Fort Worth and West Texas area has been published by the **Fort Worth Star-Telegram.** Included in the study is information on population growth, income distribution, retail sales, manufacturing and employment, and *Star-Telegram* coverage. Additional information is available from the *Fort Worth Star-Telegram*, Fort Worth.

• The purchase and use of various paper and foil products by subscriber families is reported in a 12-page booklet published by the **Progressive Farmer.** Complete details of brand preferences and frequency of purchase are included in the booklet, which is available from the research department, *Progressive Farmer*, Birmingham 2, Ala.

• A brochure outlining the contents and use of the third annual edition (1960) of *Glass Catalog & Directory* has been published by **Ashlee Publishing Co.** The directory, to be published May 2, is the standard reference of the flat glass, metal and allied industries. Copies of the brochure are available from Oscar S. Glasberg, publisher, *Glass Catalog & Directory*, 130 W. 57th St., New York 19.

• A 16-page brochure analyzing expansion plans of metalworking plants in 46 countries outside the U.S. is available from **Industrial World**, 386 Fourth Ave., New York 16. Included in the brochure are surveys of specific production equipment owned, expected equipment purchases from the U.S. in the next two years and types of equipment needed for plant expansion.

• A new market and media data folder map and ABC circulation breakdown by towns and places for **Patent Trader** is available from Jerry McDonald, Ralph R. Mulligan, publishers' representative, 141 E. 44th St., New York 17.

• General and individual Negro market data with specific station information has been published by **Rounsaville Radio Stations.** Included in the brochure is information on White and Negro median income in 40 markets, how Negro income is spent, population data, magazine readership, employment, plus the stations' merchandising plans. Additional information may be obtained from Harold F. Walker, vp and national sales manager, Rounsaville Radio Stations, 3165 Mathieson Dr., N.E., Atlanta 5.

• Cotton production, cash receipt comparisons, farm income, irrigation, cotton harvest, seed variety and cotton production by counties are analyzed from a marketing viewpoint in the **Cotton Trade Journal's** series III, 1959 Market Research Studies. Each of the five sets is divided into four segments—growing, ginning, cottonseed crushing, and compressing and warehousing. Additional information is available from the *Cotton Trade Journal*, Hickman Bldg., Memphis 3.

• **Look** has published a 24-page booklet outlining its appliance merchandising programs, including its annual adequate wiring awards and its Brochure Power program. Additional information is available from Don Perkins, advertising director, *Look*, 488 Madison Ave., New York 22.

• A comprehensive study on the male youth market has been completed by Gilbert Youth Research Organization for **Boys' Life.** Included in the study results of readership comparisons between *Boys' Life* and six other magazines, the type of extra-curricular activities which are most popular, and the kind of products which they own or plan to purchase. Copies of the survey are available from the promotion director, *Boys' Life*, 2 Park Ave., New York 16.

• Results of a readership survey, conducted by Benson & Benson, have been published in an 89-page report by **Sports Car Illustrated.** Included in the subjects covered in the survey were attendance and participation in rallies, car ownership, buying plans and automotive expenditures for cars presently owned. Additional information may be obtained from *Sports Car Illustrated*, 1 Park Ave., New York 1.

• All phases of the conception, preparation and production of an annual report, including cover design, executive messages, scope of operation, financial narratives, charts, graphs, and methods of printing, are included in the **Research Bureaus'** new volume, "Preparation of the Annual Re-

Within the past year...

16 advertising

than $216,000,000

BULLETIN BOARD
PLEASE NOTE:
Beginning the first of next month our agency checking department will be discontinued and this work will be handled in the offices of the Advertising Checking Bureau.
Office Manager
". . . yes, the creative departments will take over the space that formerly was used for checking . . ."

St. Anthony MESSENGER

Tap this source of big business. Advertise every month.

FEBRUARY ISSUE CLOSES Dec. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

port—a Document of Modern Business." Priced at $15, the volume was published by the annual report division of Research Bureaus, Box 68, Kensington Station, Detroit 24.

• "Kentucky Industrial Directory," a publication jointly sponsored by the **Kentucky Chamber of Commerce** and the Kentucky Department of Economic Development, is available from the chamber office, at 670 S. Third, Louisville 2. The 376-page 1959-'60 edition of the directory is priced at $7.50.

• An eight-page brochure on Danbury, Conn., including information on new industry, schools, hospital, housing, recreational facilities, has been published by the **Danbury Chamber of Commerce.** Copies of the booklet, "Live Better in Danbury," are available from Richard Gram, Danbury Chamber of Commerce, 20 West St., Danbury.

• A marketing study of home builders and other professionals in the housing industry in Dayton, O., has just been published by **House & Home.** Copies of the 20-page report are available from the sales' research manager, *House & Home,* Time-Life Bldg., New York 20.

• A market and media data file outlining and evaluating the plastics field and incorporating detailed information about *Modern Plastics* has been published by **Breskin Publications.** The file explains the editorial policies of the magazine, gives a complete breakdown of its circulation figures, provides a report on readership and describes the market comprised by the plastics field. It is available from Breskin Publications, 575 Madison Ave., New York 22.

• Editorials and reports revealing the issues, implications and long-range impacts of the 1959 steel strike have been reproduced in a booklet by **Iron Age.** Additional information may be obtained from *Iron Age,* Chestnut & 56th Sts., Philadelphia 39.

• The second edition of "A Check-List Guide to Profitable Marketing" has been published by **Stewart, Dougall & Associates.** A total of 99 questions covering the distribution system, field sales staff, marketing concept and costs, products, packaging, and advertising and promotion are included. Copies of the booklet are available from Stewart, Dougall & Associates, 405 Park Ave., New York 22.

• The second pocket-size edition of the "Directory of Drug Markets," listing all chains, wholesalers, sales agents, department stores with prescription drug departments, pharmacy colleges, associations, pharmacy boards, and others, has been published by the **American Druggist,** 250 W. 55th St., New York 19. Price is $15. #

agencies *placing more*

yearly in newspaper space

have appointed ACB to check and verify all ads

...and several other agencies are considering it

The speed with which advertising agencies are turning over their checking to ACB is quite amazing—even to us!

Naturally we love it—checking is our business!

ACB has spent 42 years in preparation for this new service to advertising agencies . . . establishing error-proof techniques . . . conducting a continuous training program that develops better than 99% accuracy in ad-finding readership . . . using specialized equipment for production-line speed and efficiency in material handling . . . strategically located offices . . . developing the concept of "a clearing house for checking advertisements" . . . earning the cooperation of publishers . . . in brief—getting ready to do a big job *well* on short notice.

Within less than a year, 16 advertising agencies placing more than $216,000,000 yearly in newspaper space have appointed ACB to handle their checking. Several more agencies who have investigated this service tell us they are considering ACB's appointment.

There are two main reasons for this big swing: ACB can do the job (1) *better* for (2) *less cost.*

Better—because ACB handles the work with more experienced people; with better publication source files and office facilities. It eliminates for the agency such headaches as high turnover; peak-and-valley employment; too-frequent billing errors.

Cheaper—because ACB is set up to do checking. When an agency figures its cost of floor space, help and supervision, it usually finds it cheaper to let ACB take over.

If you have not yet investigated the advantages of dismantling your advertising agency's checking department and having ACB do the work, contact the ACB office nearest you.

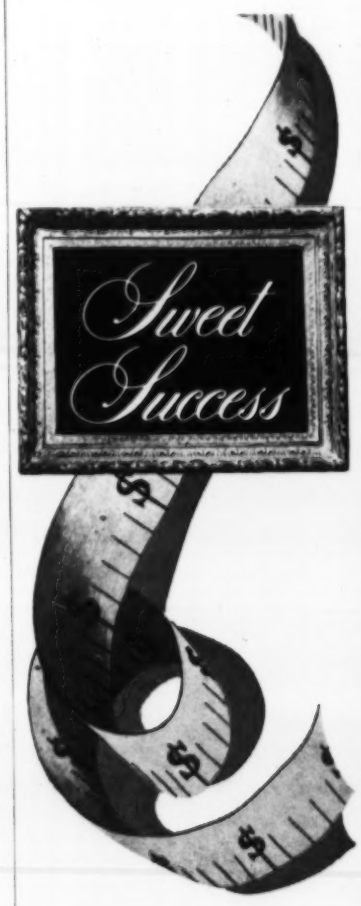
Offices and Workrooms at
New York (10) 353 Park Ave. South
Chicago (3) 18 South Michigan Avenue
Memphis (3) 161 Jefferson Avenue
Columbus (15) 20 South Third Street
San Francisco (5) 51 First Street

ACB

The ADVERTISING CHECKING BUREAU, INC.

Serving the Publishing, Merchandising and Advertising fields since 1917

- Checking-Proof Clearing House for Newspaper Publishers
- Newspaper Advertising Research Services for Advertisers & Agencies
- Cooperative Advertising Audit and Disbursement Services
- Advertising Agency Checking Department Services



SWEET SUCCESS
adds the measurement of success that helps you get low cost-per-thousand sales...a unique format that provides the ideal climate for your sales message.

Created and produced by Jack Douglas, three-time Emmy Award winner.

I T C
INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

. . . with The Houston Chronicle

131,000 *"working women"*—with no time to spare in the morning—are one of the many reasons that make Houston an afternoon newspaper market. The Chronicle—overwhelmingly preferred by *"working women"*—reaches them when they are relaxing at home . . . *motivates* their next shopping trip.

Advertisers know of The Chronicle's strong influence over women. They know that to sell Houston housewives and *"working women,"* The Chronicle is a must. Proof positive is The Chronicle's dominant leadership over both other Houston newspapers in general, retail and classified advertising linage. Let your advertising get a head start . . . place it in The Chronicle!

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper . . .

The Branham Company—National Representatives

Advertiser Can Set Consumer Straight as He Checks Weight

ROCHESTER, Nov. 24—A weighing machine that gives an advertising message is being offered as a new ad medium by two agency men.

Called ADver-dupois, the new scale has been developed by Roger D. Blanck, president of Ardee Associates, two-year-old Rochester agency, and William P. Saunders, exec vp.

The new medium looks like a regular weighing scale with a "Weigh yourself free" sign on top. When someone steps on the scale, an 11x14" mirror resembling a tv screen lights up and reflects the user's image. After one and one-half seconds, the reflected image vanishes and is replaced by an advertising message shown on an 11x14" color transparency, illuminated from below.

At the same time, the user's weight appears on a dial beneath the ad. The message and weight remain illuminated as long as the user remains on the platform. A built-in counter keeps track of the number of persons using the scale.

■ Mr. Blanck got the idea for the scale one sleepless night at 2 a.m., while he was trying to figure out a new way to present a client's product. Reaction to his pillow wisdom was none too enthusiastic at first, but he persisted and had a weight machine rebuilt by hand to his specifications. He then tested it in a Rochester supermarket and found the idea to be feasible.

In one location, a promotion of skinless franks produced by Schrader Meat Products, resulted, he reports, in an "unprecedented sell-out the first week." In another promotion of Sealtest cottage cheese, a 40% net increase was reported.

Messrs. Blanck and Saunders do not look upon the scale as an impulse buying device, however, but as a regular advertising medium which "commands the user's undivided attention." Furthermore, the built-in counter gives the advertiser a more accurate count of the audience for his message than can be obtained by the other media, they also point out.

■ The company is leasing the scales for $8 per week, predicated on an average of 2,000 impressions per week. In bowling hall tests, an average of 3,500 impressions a week has been recorded. The company also sells the scales at $695 each, with a ten-year guarantee, plus $25 for each color transparency.

The scales' initial success has been in banks, where they have been used to promote various banking services. The company also foresees the use of the scales in factories, as a new kind of bulletin board, giving messages on safety, posting special notices, etc.

A new company, ADver-dupois Inc., has been set up to handle the scales, at 35 Chestnut St., Rochester 4, N. Y. The scales themselves are being manufactured by John Watling Scale Co., Chicago.

Mawhinney Opens Offices

Duke Mawhinney has opened his own agency, Duke Mawhinney Advertising, in the National Bank Bldg., Jackson, Mich. Mr. Mawhinney was formerly vp of Harper-Atlantic Sales in Chicago.

Werner to Bayless-Kerr

R. D. Werner Co., Greenville, Pa., producer of steel extrusions and ladders, has appointed Bayless-Kerr Co. to handle its advertising. It will be serviced out of the agency's Warren, O., office.

A NEW AUTOMOTIVE SURVEY, conducted by Benson and Benson, for SPORTS CARS ILLUSTRATED proves that the SCI Reader is *the man who is most likely to buy a sports, imported or compact car.*

This brand new 95-page report, one of the most significant automotive studies ever released by any automotive magazine, also shows that:

The median income of SCI readers is $9,236!

SCI Primary Readers now own 8% of all sports and imported cars in the nation.

SCI Readers trade their cars in on an average of every two years . . . compared to the national average of four plus years.

53,000 SCI Primary Readers plan to buy sports, imported and compact cars in the next twelve months.

To find out what cars and major accessories they are considering, how much they will spend and a host of other valuable market, brand and media information, call, write or wire Arne G. Gittleman, Advertising Director.

SPORTS CARS ILLUSTRATED
sports · economy · competition

the magazine your most likely customer reads!

ZIFF-DAVIS PUBLISHING COMPANY

Guaranteed circulation: 165,000 ABC first six months of 1960

Ziff-Davis Publishing Co., 1 Park Avenue, New York 16, New York — ORegon 9-7200 • 215 West 7th Street, Los Angeles 14, Calif. — MAdison 7-8043 • 4 Old Burlington Street, London W 1, England

The Modern Hospital

AFTER 46 YEARS continues to increase its lead in advertising patronage—wanted more by SELLERS—wanted by more BUYERS

IN THE MULTI-BILLION-DOLLAR HOSPITAL MARKET, THE MODERN HOSPITAL has more paid subscriptions among buyers—administrators and professional department heads—than any comparable magazine. That's an important reason why more advertisers depend on THE MODERN HOSPITAL to provide communication with buyers. Here's the 1959 record:

NUMBER OF ADVERTISERS in hospital administrative magazines

	1958 (12 Months)	1959 (10 Months)	Gain or Loss
THE MODERN HOSPITAL	**388**	**408**	**20 GAIN**
Hospitals	295	284	11 LOSS
Hospital Management	162	141	21 LOSS

During the first 10 months of 1959, a total of 538 advertisers used one or more of the three hospital administrative magazines, and of these, 75.8% used the MODERN HOSPITAL.

EXCLUSIVE ADVERTISERS in hospital administrative magazines

	1958 (12 Months)	1959 (10 Months)	Gain or Loss
THE MODERN HOSPITAL	**178**	**199**	**21 GAIN**
Hospitals	104	88	16 LOSS
Hospital Management	40	31	9 LOSS

Of the 538 advertisers using one or more of the three hospital administrative magazines during the first 10 months of 1959, 37% used THE MODERN HOSPITAL *exclusively*. Of the 318 advertisers using only one of these magazines, 62.5% used THE MODERN HOSPITAL.

NEW ADVERTISERS in hospital administrative magazines in 1959

Col. 1 shows total number of advertisers new in each magazine. A new advertiser is one which was not an advertiser in 1958 in the magazine named. Col. 2 shows new advertisers using each magazine exclusively. Col. 3 shows new advertisers in each magazine not in any administrative magazine in 1958.

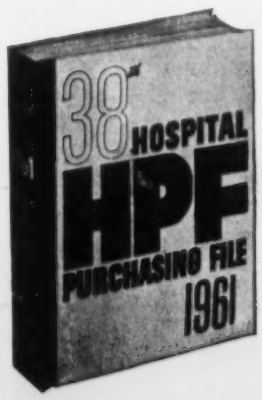
	Col. 1, New Advertisers	Col. 2, New & Exclusive	Col. 3—New to Field in 1959
THE MODERN HOSPITAL	**99**	**72**	**79**
Hospitals	86	59	64
Hospital Management	36	23	17

TOTAL ADVERTISING PAGES in hospital administrative magazines

	First 10 Months of 1958, pages	First 10 Months of 1959, pages	Gain or Loss
THE MODERN HOSPITAL	**1467**	**1542**	**75 GAIN**
Hospitals (20 issues)	1214	1294	80 Gain
Hospital Management	702	641	61 Loss

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION



File your hospital catalog here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives, The Modern Hospital Publishing Co., Inc.

Nielsen Network TV

Two Weeks Ending Oct. 18, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*
TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	World Series M-T-Th (Gillette, NBC)	22,028
2	Wagon Train (Ford, National Biscuit Co., NBC)	20,070
3	Red Skelton Special (Chevrolet, CBS)	17,133
4	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,732
5	Bob Hope Show (Buick, NBC)	16,243
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,353
7	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)	14,908
8	Perry Mason Show (Several Sponsors, CBS)	14,685
9	Perry Como-Music Hall (Kraft, NBC)	14,196
10	Father Knows Best (Scott, Lever, CBS)	13,840

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	World Series (Gillette, NBC)	50.1
2	Wagon Train (Ford, National Biscuit Co., NBC)	45.7
3	Red Skelton Special (Chevrolet, CBS)	39.7
4	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.2
5	Bob Hope Show (Buick, NBC)	37.3
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.1
7	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)	34.3
8	Perry Mason Show (Several sponsors, CBS)	33.9
9	Perry Como-Music Hall (Kraft, NBC)	32.6
10	Father Knows Best (Scott, Lever, CBS)	31.8

Nielsen Average Audience*
TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	16,421
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,620
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,463
4	World Series M-T-Th (Gillette, NBC)	13,306
5	Red Skelton Special (Chevrolet, CBS)	13,039
6	Father Knows Best (Scott, Lever, CBS)	13,039
7	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	12,994
8	Danny Thomas Show (General Foods, CBS)	12,950
9	Bob Hope Show (Buick, NBC)	12,594
10	Perry Mason Show (Several sponsors, CBS)	12,149

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	37.4
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	35.7
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.1
4	World Series M-T-Th (Gillette, NBC)	30.3
5	Red Skelton Special (Chevrolet, CBS)	30.2
6	Father Knows Best (Scott, Lever, CBS)	29.9
7	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	29.8
8	Danny Thomas Show (General Foods, CBS)	29.6
9	Bob Hope Show (Buick, NBC)	28.9
10	Perry Mason Show (Several sponsors, CBS)	28.0

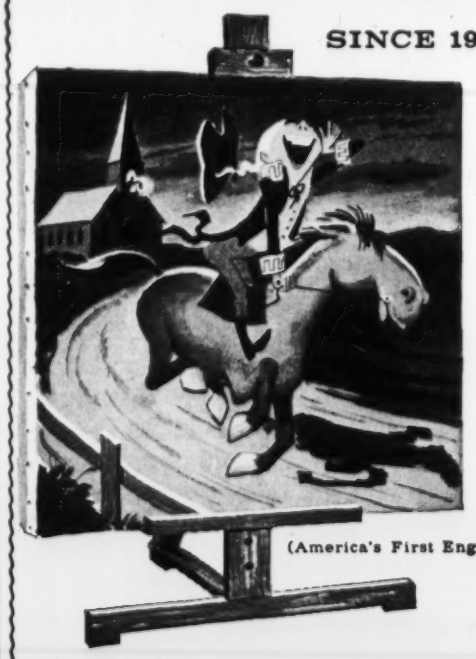
* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

SPREADING THE NEWS

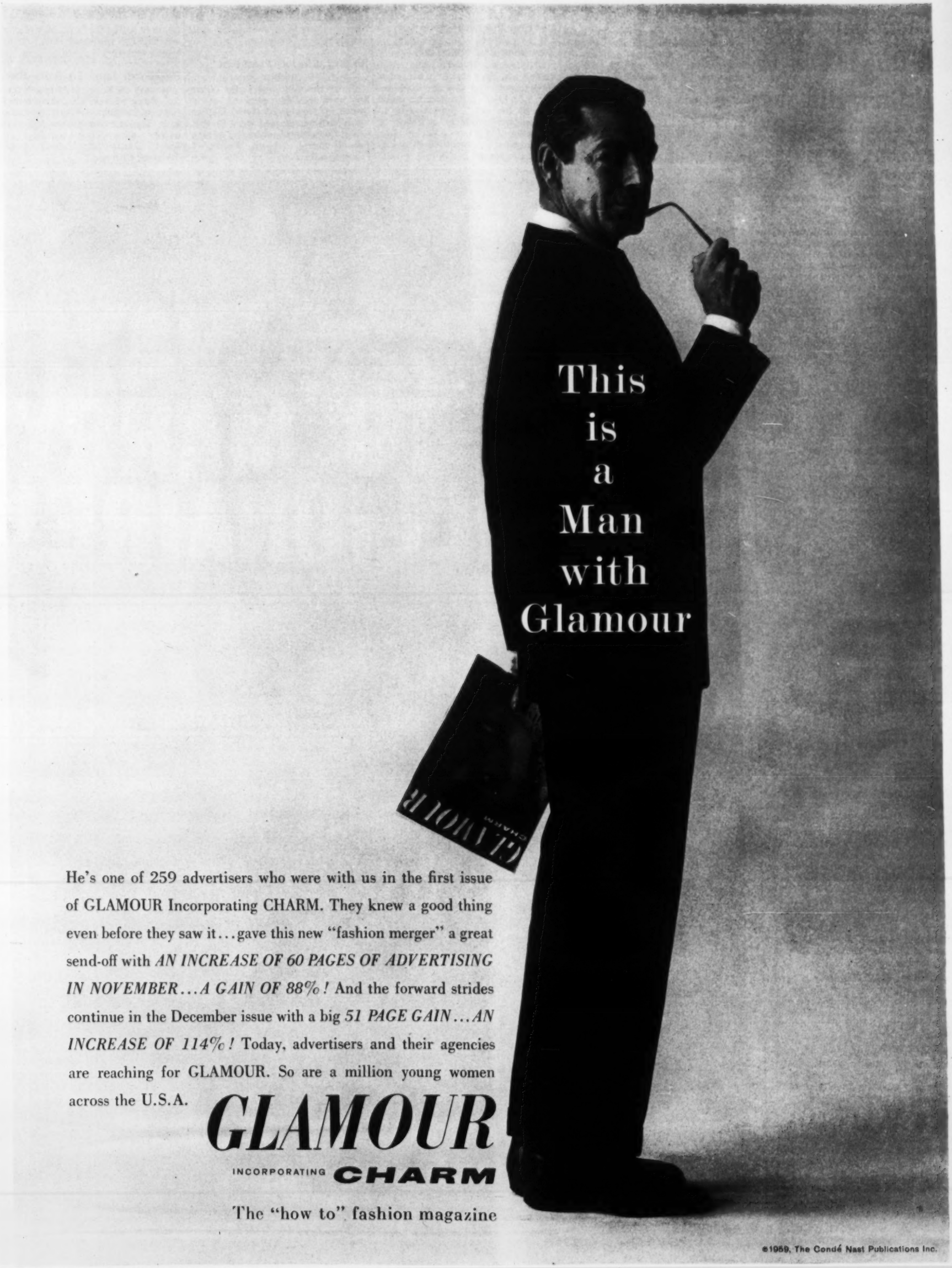
SINCE 1922



by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS



He's one of 259 advertisers who were with us in the first issue of GLAMOUR Incorporating CHARM. They knew a good thing even before they saw it... gave this new "fashion merger" a great send-off with *AN INCREASE OF 60 PAGES OF ADVERTISING IN NOVEMBER... A GAIN OF 88%!* And the forward strides continue in the December issue with a big *51 PAGE GAIN... AN INCREASE OF 114%!* Today, advertisers and their agencies are reaching for GLAMOUR. So are a million young women across the U.S.A.

GLAMOUR
INCORPORATING **CHARM**
The "how to" fashion magazine

©1959, The Condé Nast Publications Inc.

Capital Spending to Rise 10% in '60, McGraw-Hill Says

NEW YORK, Nov. 24—Industry plans to spend $37.3 billion for new plants and equipment in 1960—a 10% increase over the amount estimated for 1959.

However, some 1959 expenditures have been deferred because of the steel strike and will be carried over to 1960.

These and other findings of the annual fall survey of capital spending by industry have been released by Dexter M. Keezer, vp and director of the department of economics, McGraw-Hill Publishing Co.

Business as a whole, Mr. Keezer said, already has plans to spend $34.6 billion in 1961, a preliminary figure that probably will be revised upward as final budgets are completed.

Spending estimates for 1959, Mr. Keezer said, have been reduced sharply in industries directly affected by the strike, particularly steel, railroads and the non-ferrous metals industry.

Other major findings of the current survey:

- Companies in every major manufacturing industry expect their sales to be higher in 1960 than in 1959. The average increase expected is 9% in physical volume.
- Manufacturing companies plan to increase spending by 19% in 1960 to a total of $12 billion. These companies already have plans to spend $11.2 billion in 1961.
- Business now plans to raise more than $6 billion in the money market to finance 1960 capital expenditures. But more than 80% of the financing planned by the reporting companies will come from retained earnings and depreciation. Manufacturing companies expect to finance nearly all their planned expenditures from these internal sources.
- The chemical industry, which will spend $1.2 billion in '59, plans to increase expenditures 24% in 1960 and already has plans for an additional 2% increase in 1961.
- The machinery industry now plans to spend $1.2 billion in 1960 and nearly the same amount in '61.
- Electrical machinery companies, the auto, trucks and parts industry, the paper and pulp and rubber manufacturing industries all plan gains of more than 20% in expenditures in 1960, compared with this year.
- Most non-manufacturing industries' plans for 1960 are up from 1959, but in most cases the planned increases are smaller than in manufacturing.
- The petroleum industry plans to spend slightly less than in '59. Production expenditures show a planned decline of 4% in '60, while refining is to be up 9% and marketing up 7%.
- Mining companies, on the average, also indicate a decline in expenditures next year. In this group only iron ore companies plan to increase spending in 1960.
- The transportation (airlines, shipping, buses and trucking) and communications industries plan an increase of 14% in spending next year.
- Commercial companies report a record amount for 1960—$8.6 billion compared with $7.9 billion in '59—and with $8.2 billion in '56, the previous peak.
- Electric and gas utilities indicate they plan to spend $6.1 billion in '60, a 3% increase over '59.
- The largest increase in sales volume predicted by any industry for 1960 was made by the steel industry—up 25% over '59—which, presumably, the report says, anticipates a large inventory buildup by steel users.
- The auto, trucks and parts industry expects sales to increase 15% in physical volume next year.
- Gains of 11% in sales are anticipated by both the machinery and electrical machinery industries. #

Carnation Promotes Two

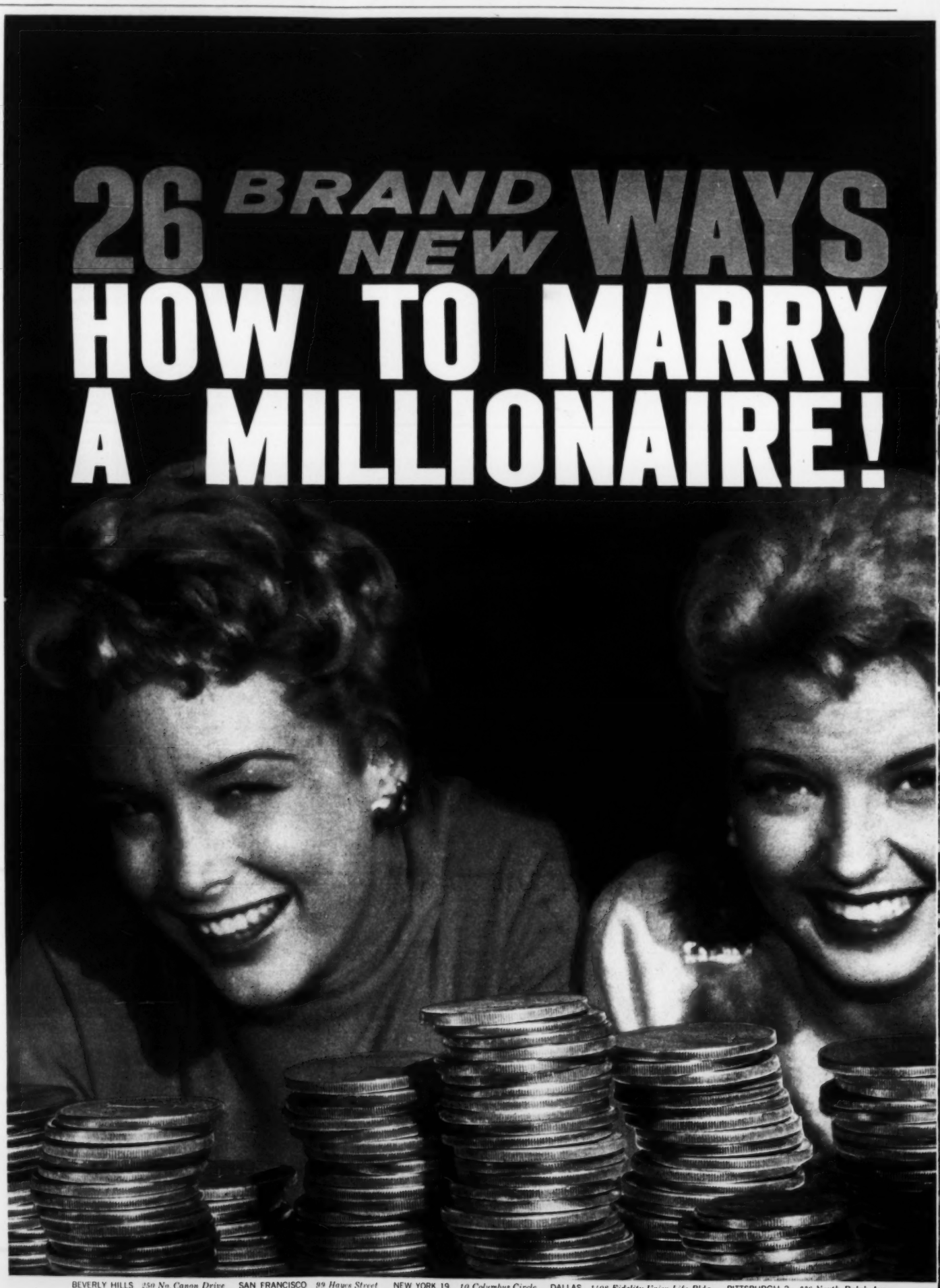
Charles A. Brown has been named manager of the institutional department, and George D. Murphy has been promoted to manager of the retail department, in the instant products division of Carnation Co., Los Angeles. Mr. Brown was merchandising manager of the company's hotel, restaurant and institutional products; Mr. Murphy formerly was sales staff assistant for Carnation.

Phillips Elected President

Gordon F. Phillips, general manager of the *Midland Daily News*, has been elected president of the Michigan League of Home Dailies. Other officers elected were Fred R. Charlton, general manager, *Manistee Advocate*, 1st vp; Frank G. Handy, publisher, *Ypsilanti Press*, 2nd vp, and Paul V. Ellsberry, Scherer & Co., the league's national advertising representative, secretary-treasurer.

Burkhardt Joins La Salle Steel

Robert J. Burkhardt has joined La Salle Steel Co., Hammond, Ind., as assistant advertising manager. Mr. Burkhardt was formerly dealer advertising manager of Zenith Radio Corp.'s hearing aid division, Chicago.


26 BRAND NEW WAYS
HOW TO MARRY
A MILLIONAIRE!
BEVERLY HILLS 250 No. Canon Drive CR. 1-8781
SAN FRANCISCO 99 Hayes Street UN. 3-4344
NEW YORK 19, 10 Columbus Circle JU. 2-7300
DALLAS 1508 Fidelity Union Life Bldg. RI. 7-6559
PITTSBURGH 2, 336 North Ralph Ave. PO. 6-5300

French Researcher Says Common Market Is Ahead of Schedule

NEW YORK, Nov. 24—Urging American companies to get into Europe now, a French market researcher said last week that the European Common Market may well become "the most important event in the world in the second half of the century."

The advice came from Denis Lindon, general manager of ORIC, France's largest market research company.

Mr. Lindon told the New York chapter of the American Marketing Assn. that the development of ECM—an economic union of six countries—is going so smoothly that it may become a reality in seven years. Originally, the series of steps leading to a functioning common market was scheduled over 12 to 17 years.

Mr. Lindon reported that the business climate of Europe has changed radically. Today, he said, many European companies are wide open for merger, acquisition or licensing propositions from U. S. companies.

■ The French market researcher said that today being of American origin is neither an advantage nor a liability in European markets. He pointed out that with products that are well known—because they have been produced and marketed locally for many years—nationality doesn't matter; consumers don't think of them as American. With new American products, the tendency is not to think that they are better—but that they are "more expensive."

Mr. Lindon emphasized that the emerging ECM has given a shot in the arm to young business executives and young students and he assured his audience that American companies entering this market at this time will "derive large profits from it."

U. S. LOSES MIDEAST MARKET, BANKER SAYS

CHICAGO, Nov. 24—A potential market of 100,000,000 people in the Middle East appears destined to go by default to European marketers, principally West Germans, because American investors are failing to get into the area's economic development on the ground floor, an Israeli banker warned here.

Gideon Strauss, New York representative of Bank Leumi Le-Israel (the national bank of Israel), told the International Trade Club of Chicago that American investors' neglect of the area follows from their tendency "to think of the Middle East as oil instead of people."

■ Oil is not likely to be so important to the area in another 20 or 25 years, he pointed out, because of alternative sources, such as the Sahara, and alternative fuels, such as atomic energy. Alternative economic bases are gradually developing in the Middle East, he said, that promise vast new markets for both industrial and consumer goods as living standards improve. #

Shanley to 'Popular Science'

Paul J. Shanley, formerly with *American Legion Magazine*, has joined the eastern sales staff of *Popular Science Monthly*.

26 brand new ways to stack up sponsor-impressions as sharp as cold, hard cash! Showcase your product in the 26 brand new weekly adventures of lovely Barbara Eden, Merry Anders, Lori Nelson, and Lisa Gaye in their funny, frothy pursuit of the long green in long pants. Sponsors know thar's gold in them thar jills and in the affluent atmosphere in which they jiggle! Audiences laugh at all that money and spend it. How to marry millions of viewers to your program and products? Approach NTA Sales with a proposal (no proposition!).

26 ALL-NEW HALF-HOUR PROGRAMS – 26 FIRST-RUN, OFF-THE-NETWORK
52 LAUGH-ENRICHED HALF-HOURS NOW READY TO SELL FOR YOU! NTA

CHICAGO 612 N. Michigan Ave. MI. 2-5561 BOSTON Statler Hotel Office Bldg. LI. 2-9633 MINNEAPOLIS 527 Marquette Ave. FE. 8-0641 MEMPHIS 2605 Sterick Bldg. JA. 6-1565 ST. LOUIS 808 E. Essex Ave. MI. 7-3600 ATLANTA 1401 Peachtree N.E. TR. 3-3343

1959... Parents' Magazine's Biggest year!

1. Advertising Revenue
$7,653,782
11.7% Gain over 1958!

2. Advertising Pages
926...
Each quarter of 1958 showed a gain over the same quarter last year. **The last quarter showed a 12.2% gain in advertising pages over the last quarter in 1958.**

3. Circulation
1,825,000
circulation concentrated virtually 100% in biggest-buying Families With Children!

Parents' Magazine Circulation Guarantee 1,825,000
Monthly Readership 8,200,000
Children in Parents' Magazine Families 4,200,000

COMMENDED PARENTS MAGAZINE

Ups sales!

"Counselor" is
SMTWTFS

the word for Charlie

Charlie Todaro is an advertising salesman. He represents CHEMICAL WEEK in New York. You may know him. Or certainly other McGraw-Hill men like him.

Charlie's job is to sell *productive* business advertising. A great deal of his selling is done with service . . . a technique (if you can call it that) used by all McGraw-Hill advertising salesmen. Our extensive marketing, product and reader research represents, we believe, not only a sound investment in our own—and Charlie's—future, but also in yours. It is here to be used.

But intelligent, profitable use of this material calls for painstaking application and interpretation, and that's where Charlie shines. Sure, on most of his calls he extols the many virtues of his publication and, we suspect, occasionally gets a bit competitive. But just give him a situation where something beyond basic marketing and media data is needed, and watch him go to work.

Suppose you are an advertiser or an agency executive and need information on the market for pumps. In marches Mr. Todaro . . . he spreads marketing data over your desk, marks off where pumps fit, explains what they do, gives you the rundown on types, fluids handled, special requirements . . . gets into competitive factors, where brands stand on product recognition studies, how CPI management buys pumps . . . on into an analysis of ad readership and . . .

Every once in a while, the kindest compliment paid us is: "If you want research, facts and figures, call in McGraw-Hill." We like that. So does Charlie. And so do all the other McGraw-Hill advertising salesmen who are earnestly striving to be your marketing counselors.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than a million key men in business and industry pay to read McGraw-Hill publications

French TV Has No Ads; It's 'Art, Not an Industry'

British TV Profits Are 'Gratifyingly High,' Academy Is Advised

NEW YORK, Nov. 24—Pierre Crenesse is director for North America of Radiodiffusion-Television Francaise, the government authority that runs broadcasting in France, and there's no doubt where he stands on the question of commercial tv; he's ag'in it.

M. Crenesse spelled out his opposition in no uncertain terms last week at a forum sponsored by the Academy of Television Arts & Sciences.

In his opening remarks, M. Crenesse noted that France will soon get a second tv channel but he expressed doubt that advertising will be permitted—"at least not in 1960."

Alfred R. Stern, who heads international operations for the National Broadcasting Co., took this statement to mean that M. Crenesse was conceding that commercial tv will come to France after 1960.

M. Crenesse shook his head violently as Mr. Stern was making this inference and at the first available opportunity the Frenchman sharply corrected his co-panelist. M. Crenesse said he could see no possibility of tv advertising in France "for many years" and he added, in response to a question, that he was quite happy about this situation.

■ The French tv executive cited two reasons for the resistance to advertising. He reported that a study recently conducted in France showed that opening the airwaves to advertisers would result in a revenue of only 4 billion francs (approximately $8,000,000). The RTF budget, he noted dryly, is 32 billion francs.

Secondly, he said, the French think of television as an art while "you think of it as an industry." The French, he pointed out, believe that "this medium has many other things to say than to praise a commercial product."

M. Crenesse reported that the RTF now telecasts 50 hours a week, with 90% of the country covered. There are 1,400,000 sets in French homes. Set owners pay an annual tax to the government—$12 for tv and $15 for a combined radio-tv license.

■ Wallace A. Ross, a tv consultant who has just returned from an extended trip to the Soviet Union, reported that the Russians have ambitious propaganda plans for television. He said that by 1961 the Russians not only expect to have an interconnected network covering the entire Soviet Union and all of Eastern Europe, but they plan to have a hookup with the Eurovision network of Western Europe and the Nordivision network of Scandinavia.

■ Another panel member was Norman Collins, deputy chairman of Associated TeleVision, one of Britain's major program contractors, and he reported that commercial non-sponsored tv has worked out well in England. He said that British advertisers order spots in specific time segments—say between 8 p.m. and 9:30 p.m.—and have no idea exactly when their commercials will appear.

A questioner from the audience demanded hotly that Mr. Collins talk about the big profits made by British tv program companies. Mr. Collins freely conceded that the profits have been "gratifyingly high." He said his company cleared $15,000,000 last year.

Mr. Collins also got off one of the best lines of the night after Mr. Stern observed seriously that audience research in Britain is not as advanced as it is in the U.S.—British tv has rating services but there is little measurement of the composition of audiences, he said. "Yes," commented Mr. Collins, "living in Britain still has its recompenses."

■ Don Hewitt, a producer-director for CBS News, gave a frank "personal" answer to a question about whether television would not be better off if advertisers were divorced from program management.

Mr. Hewitt said that "as a viewer, I would probably like this." However, he said that as a well-paid employe of the industry, he could not fault the current system. #

Badillo Adds Client, VP

The Puerto Rico Meat Packing Co., which is now building a new $2,500,000 meat processing plant in Puerto Rico, has appointed Publicidad Badillo, San Juan, to handle its advertising. The Badillo agency also has named Antonio Sifre a vp. Mr. Sifre was formerly ad manager of *El Imparcial*.

At FC&B, Same People Create Ads for Trade, Consumer Media, Dotted Line Club Is Told

NEW YORK, Nov. 24—Executives of Foote, Cone & Belding told the Dotted Line Club of Associated Business Publications (1) what they think of business papers and (2) how the agency operates.

Speakers included Rolland W. Taylor, agency president; Elwood Whitney, senior vp; Paul Gerhold, vp and national director of media and research; Frank Gromer, manager of media services; Robert Eppler, vp and management representative, and Cal McCarthy, vp and account supervisor.

Mr. Taylor noted that FC&B has been in business since 1872, first as Lord & Thomas and, since 1943, under its present name. He said the agency will bill substantially over $100,000,000 this year. The New York office, with a staff of 250 and serving nine clients, does about one-third of the agency's volume, he said. In all of its offices, domestic and foreign, Mr. Taylor said, FC&B has 1,100 employes.

■ Mr. Whitney emphasized that advertising is not an end in itself. As conceived of at FC&B, it must be integrated with a company's over-all effort, he said. Advertising, he said, must begin with a marketing plan to identify facts and establish understanding on marketing objectives.

Mr. Whitney pointed out that at FC&B the same people in copy and art produce both consumer and business paper copy and artwork; business paper ads get the same attention as ads to be used in consumer papers, he said.

Mr. Gerhold described a marketing plan as, first, the organization of all information and, second, development of an integrated plan of action for advertising and marketing a product, based on the appraisal of data, goals, strategy and action.

Mr. Gromer stressed the importance of integrating media and research, but, he said, actual media buying is done by specialists. "We have no prima donnas in our organization," he said, "and the door is always open to media salesmen."

■ Mr. Eppler discussed the general subject of business paper advertising and that of Minneapolis-Honeywell Regulator Co. in particular.

the association of

art

studios in Chicago, inc.

- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
- CARNAHAN-HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

aasc 1000 advertising artists SERVICE-DEPENDABILITY-INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

Think BIG when
We could weave some amazingly BIG tales about the GROWING Phoenix market. But let the facts speak: In 7 years Metropolitan Phoenix automotive sales gained 57% to $120,573,000; furniture and appliance sales reached $46,406,000, up 75.5%. Phoenix ranks 11th among all metropolitan areas in the U.S. in residential building volume; population has gained 70% to 630,000.
You can blanket this RICH MARKET... penetrate this BUYING INCOME ...with the low-cost, ONE medium that does the BIG job! Daily metropolitan coverage of 91.6%, plus a 63% bonus state-wide coverage.
(Source: Sales Management Survey of Buying Power and Phoenix City Manager's Office.)
WRITE, WIRE OR PHONE CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950.

FC&B, he said, will place a total of 7,000 pages of business paper advertising by the end of 1959. Minneapolis-Honeywell, which is currently using 847 pages in 18 business papers, uses business publications for five specific purposes: (1) To introduce new products; (2) to develop new markets; (3) to protect and increase existing markets; (4) to stress the look of leadership, and (5) to merchandise the advertising it does in consumer publications.

Minneapolis-Honeywell will celebrate its 75th anniversary in 1960, Mr. Eppler said, and 12 different programs are now being developed for several hundred publications.

■ Mr. McCarthy told how Clairol, a hair coloring, which FC&B took on in 1955, became the leader in its field by the end of 1956 and had maintained its lead largely on the strength of the campaign theme, "Does she or doesn't she?" (color her hair). #

Cutler Rejoins McCutcheon

Thomas G. Cutler has rejoined Dale McCutcheon & Co., Chicago, publishers' representative, as a partner. Mr. Cutler has been a member of the Chicago sales staff of *Look* for the past four and a half years.

BACK-LIGHTED—*American Bakeries is using this new type "backlighted" illuminated display for its Taystee Brown 'N Serve rolls. Special inks and paper transmit light from store fixture. Litho-Paint Poster Co., Chicago, created and produced the display.*

Ad Council Cites JWT, IBM's Rowe, Mathews of American Express

NEW YORK, Nov. 24—The Advertising Council at its annual luncheon last week honored one agency and two volunteer coordinators with special awards for their public service work.

The awards, instituted this year by the council, went to J. Walter Thompson Co. for its ten consecutive years of creative services on the "Religion in American Life" campaign, and to Robert M. Mathews, American Express Co., and H. T. Rowe, International Business Machines, for five years' service as coordinators on the savings bonds and safety campaigns, respectively.

In addition to these special awards, volunteer agencies which provided task forces for the council's 17 current campaigns, and their advertising coordinators, were also cited at the luncheon.

Robert W. Boogs, Union Carbide Plastics Co., volunteered his services as campaign coordinator on the "Religion in American Life" project for ten years and was cited in a special presentation last summer.

FTC Rules Gasoline Sellers Forced Tire Makes on Stations

WASHINGTON, Nov. 24—A Federal Trade Commission hearing examiner has ruled that three major gas companies used illegal pressure to induce service stations to push favored brands of tires, batteries and accessories.

At the same time, the examiner dismissed charges that the oil companies had illegal promotion arrangements with three prominent tire companies.

Oil companies guilty of coercive tactics, according to Hearing Examiner Earl J. Kolb, were Texas Co., Atlantic Refining Co. and Shell Oil Co. Tire companies whose products were covered by the promotion agreements were Goodrich, Goodyear and Firestone.

His decision is subject to review by the full FTC.

■ According to Mr. Kolb, oil companies were paid a 7½% to 10% commission by the tire companies for recommending their tires, batteries and accessories to dealers. During the hearing, 35 former Texas, Shell and Atlantic dealers testified that various forms of coercion were used.

Mr. Kolb said dealers do carry other lines, but that evidence indicated pressure was sufficient so that a substantial number were induced to purchase sponsored products and discontinue others.

In 1955, he said, Shell was paid $1,600,000 by Firestone and $1,800,000 by Goodyear on purchases of $17,500,000 and $21,300,000 respectively; Texas received $1,600,000 from Goodrich and $3,200,000 from Firestone on purchases of $17,900,000 and $35,500,000, and Atlantic got $558,000 from Goodyear and $506,000 from Firestone on purchases of $5,700,000 and $5,500,000 respectively. #

Lee Rubber Denies FTC Charge Its Tire Brand Names Misled

WASHINGTON, Nov. 24—Lee Rubber & Tire Corp., Conshohocken, Pa., rejected a Federal Trade Commission advertising complaint in an answer which said the corporation knows of no person who was misled by its tire brand names.

The commission complaint objected to the use of the term "advanced super deluxe" for second line tires.

Lee denied it lowered the quality of its "advanced super deluxe" and "regular deluxe" tires without revealing the fact in advertising. It argued that, in any event, the customer does not ordinarily buy tires from advertising alone but from a dealership where tires are displayed, where he will be aware of the fact that Lee's "ultra deluxe" is a superior brand. #

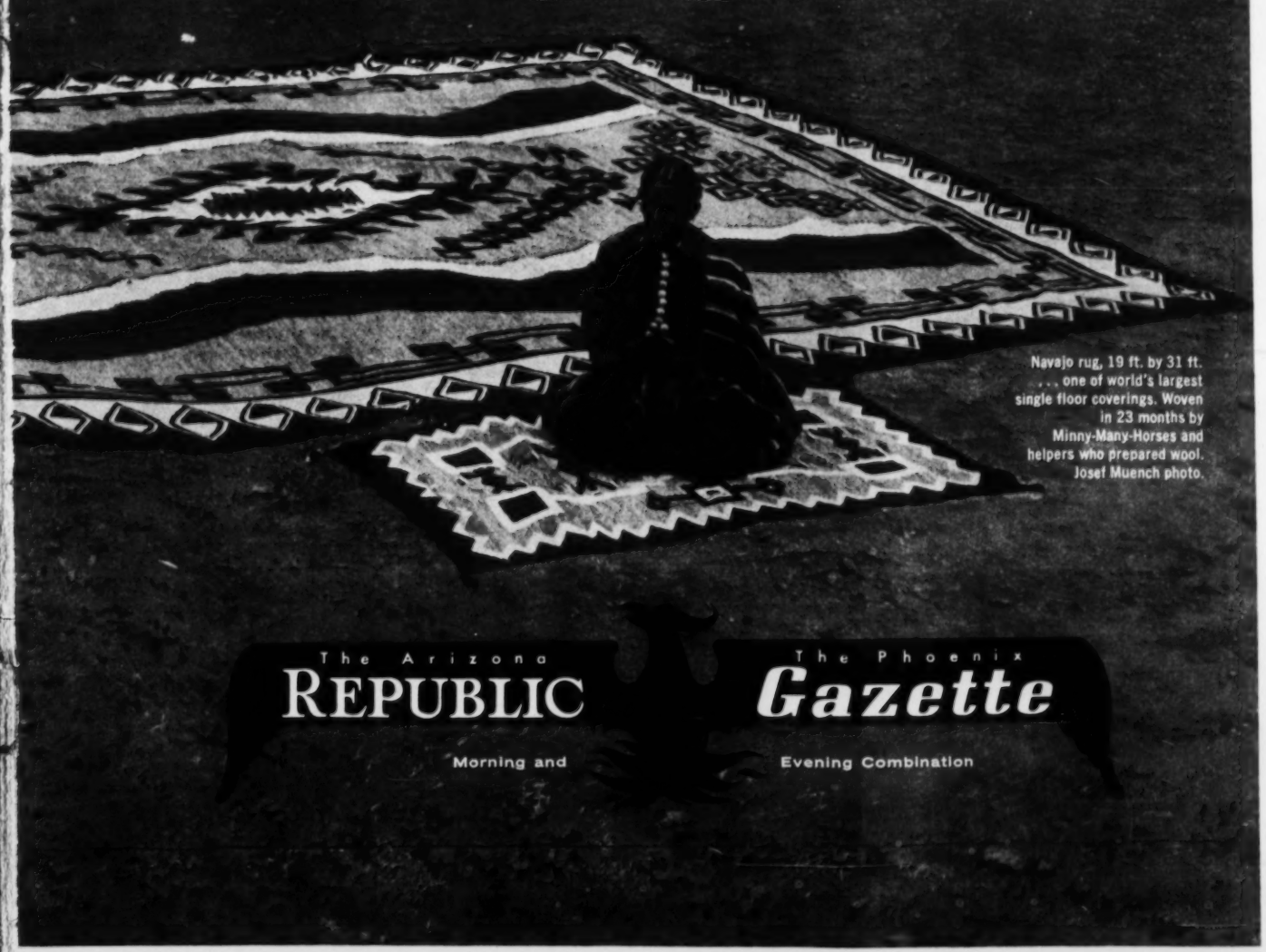
Riggs Joins Space & Time

L. A. (Speed) Riggs has joined Space & Time Advertising, Los Angeles, as a vp. Mr. Riggs immortalized the chant of the tobacco auctioneer during his 18 years on the Lucky Strike program.

Tonjes Joins J. M. Mathes

George J. Tonjes, formerly manager of the prepared foods product division of Seabrook Farms Co., has joined J. M. Mathes Inc., New York, as assistant marketing director.

you think of PHOENIX



Navajo rug, 19 ft. by 31 ft. . . . one of world's largest single floor coverings. Woven in 23 months by Minny-Many-Horses and helpers who prepared wool. Josef Muench photo.

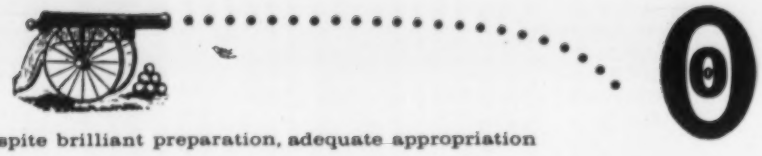
The Arizona REPUBLIC Morning and The Phoenix Gazette Evening Combination

PHOENIX, ARIZONA • PHONE AL 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

So much more -- at the Commodore!

Tough client session? Relax... with the biggest 'n best drink, by a master mixer, at the largest bar in New York! More of everything—five wonderful restaurants, top service, central location. Without doubt, there's... SO MUCH MORE — AT THE COMMODORE!

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVENUE N. Y. 17, N. Y.
MUrray Hill 6-6000 A ZECKENDORF HOTEL



Despite brilliant preparation, adequate appropriation and skillful publication printing, far too many color advertisements lack conviction and radiance in illustration, and often fall short in accurate product identification.

Invest in reproduction security with

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

'Journal of Commerce' Int'l Edition Goes Regional

The Journal of Commerce, which now has a bi-weekly international edition circulating throughout the world, is moving toward a more regional operation. Effective "later in December," the European portion of the edition will be published in Europe for immediate distribution to European subscribers. This will be followed by similar arrangements in Asia and Latin America. Eric Ridder, publisher, also announced plans to publish the international edition weekly instead of bi-weekly, although he did not specify any dates.

Alberta Chains Drop Stamps

Loblaw Groceteria and Independent Grocers' Alliance, two food chains, have discontinued giving stamps in their stores in Alberta, Canada. Loblaw Groceteria said its action was the result of an amendment to the Province of Alberta's Licensing of Trade & Business Act.

Coming Conventions

•Indicates first listing in this column.

Jan. 17-20, 1960. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 21, 1960. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

Feb. 8-9, 1960. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 24-27, 1960. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

May 8-10, 1960. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

June 5-9, 1960. 56th annual convention of the Advertising Federation of America, Hotel Astor, New York.

•June 20-24, 1960. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

Oct. 13-15, 1960. Pennsylvania Newspaper Publishers Assn., annual convention, Penn-Harris Hotel, Harrisburg.

Most Agencies Buy Singing Commercials Outside, Study Finds

NEW YORK, Nov. 24—How do advertising agencies create singing commercials? Do the ideas usually originate within the shop or may an independent producer be called in early in the game? How much should a test record cost?

These are some of the questions Phil Davis Musical Enterprises sought to answer in an agency survey just completed by Barnaby & Associates. Some 383 questionnaires went out to 223 agencies; more than half of the agencies replied.

Nearly 20% said they create all the jingles in their own respective shops, but the big majority reported they employ the "specialized services of professional creative musical commercial producers."

If experimental material is to be presented to agencies, the preference was for a "rough layout recorded demonstration," though some agencies insist on a "full production audition recording." Most of the agencies—65.3%—are willing to pay for the producer's out-of-pocket expenditures for audition material, the study showed.

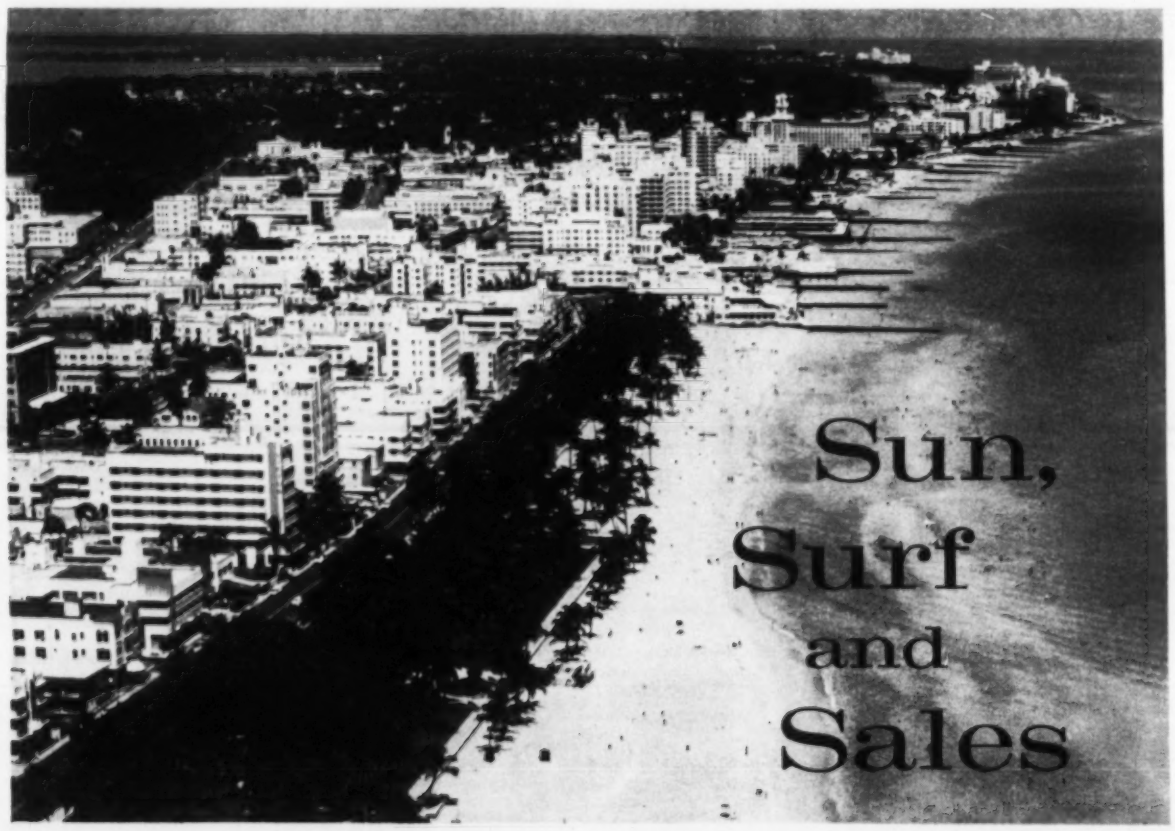
Ideas as to a reasonable fee for a demonstration recording varied from $500 (2.5% of the agencies) to $350 (12.4%) to $250 (40.5%) to $100 (19%).

■ Most of the agencies said they prefer the producer to "provide the creative work, supervise production, handle all details for a standard service charge, and assume all responsibility, billing them for the complete package." And the preference was for "outright purchase of all rights for use in all media without restriction." #

Human Behavior Unit Issues Booklet on Product Adoption

The Foundation for Research on Human Behavior, Ann Arbor, has published a 60-page booklet on "The Adoption of New Products: Process & Influence." The booklet contains information about the social factors important in the adoption of new products, methods or ideas, and about people who are first to try a new method or idea, their characteristics, source of information, and the part they play in getting others to use the new product or method.

Priced at $3 each, copies may be obtained from Hollis W. Peter, Foundation for Research on Human Behavior, 1141 E. Catherine St., P. O. Box 11, Ann Arbor, Mich.



The roadshow presentation of "SUN, SURF and SALES" will be in New York City at Peters, Griffin, Woodward, Inc., 250 Park Avenue—for its premiere showing starting Monday, December 7.

"SUN, SURF and SALES," in full color and warm sunshine, was produced in Florida. It presents the facts of important new media and economic research about the "double dimensions" of the south Florida market . . . research of significance to every advertiser and agency in America.

We hope you will be our guest and plan to attend. For complete information and show reservations, please call Mr. Lon King at Peters, Griffin, Woodward, Inc. — YUkon 6-7900.

MITCHELL WOLFSON, President

WTVJ SOUTH FLORIDA CBS CHANNEL 4
A WOMETCO ENTERPRISE

NEXT STOP • CHICAGO BEGINNING DECEMBER 14 • CALL WILLIAM TYNAN • PGW • FRANKLIN 2-6373

THERE'S ALWAYS ONE IN EVERY GROUP!

Ever wonder

how men buy tools?

Almost every man owns tools . . . at least enough to "get-by" in his home or his job. But a good many men enjoy extra satisfaction from having just the right tool for every need. They have the knowledge of what to use, what to buy —and why. The result: they buy MORE tools and equipment! They're the kind of men who read POPULAR MECHANICS.

The POPULAR MECHANICS MAN is the one man in every group who is intensely interested in the mechanics of modern living. Whether it's buying power tools (*72% of PM readers have power-tool-equipped workshops*) a power mower, or a paint sprayer—whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why, and so do his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him with your product story in POPULAR MECHANICS. It is *his* kind of magazine, it sparks his thinking on what to do, what to buy—and why.

*May we modestly remind you that PM carries more tool and equipment advertising than any other general magazine.

POPULAR MECHANICS

Also published in eight international editions

A HEARST MAGAZINE

Puts Men In Motion

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Continue to Voice 'Pro' and 'Con' Reactions to AA's Television Proposal

To the Editor: The Advertising Age suggestion of a "magazine concept" of tv programming (AA, Nov. 9) is largely impractical. People who are currently writing and producing programs for agencies and packagers would simply move over to the networks and continue to produce the same kind of programs on the network payroll that previously they had been producing on agency and packager payrolls.

At the present time, the networks have complete control over the acceptability of programs submitted by agencies and packagers, and I don't see how they would have any greater control if the writers and producers were actually on the networks' payrolls.

The "magazine concept" of broadcasting is not new, but it has perhaps been oversimplified. Magazines do decide the kind of articles and stories that they will run, but the editors of any given magazine do not write everything that is in the magazine. They hire outside people to do that for them—or outside people on their own submit articles or stories to the publications for possible use.

The networks are in somewhat the same position. They can and should determine the general outline of a program structure; for instance, kid shows between 5 and 6, some kind of news between 7 and 8, adult-type dramas not before 10 p.m., etc. Beyond this, however, they generally commission outside packagers to produce the kind of programs they want, or they review programs submitted by agencies to see whether they will fit into the general program structure.

Finally, I do not think it would be practically possible for the networks to assemble the kind of staff that would be necessary to write and produce all of the programs that are broadcast on networks today. If they attempted to do so, I am sure the quality would be even poorer than it is now.

Barton A. Cummings,
President, Compton Advertising, New York.

•

To the Editor: Please accept our congratulations on the excellent editorial appearing in Advertising Age Nov. 9 on the subject of the networks' lack of control over programming.

From a personal standpoint I don't feel too cheated by the quiz fiasco, and am more concerned about the violence and disregard for parenthood that is exemplified by so many of the current shows.

Speaking as an individual, I think that you, as the organ of the trade, have done a great service by laying it on the line, and I shall hope for some improvement in shows as a result . . .

Revett Wallace,
Hearst Advertising Service, San Francisco.

•

To the Editor: This is to tell you how much I enjoyed the Nov. 9 issue of Advertising Age, the thorough coverage of the quiz show problem, and especially the fine editorial, "It Is Time for Advertisers to Get Out of Show Business." It goes to the heart of the matter.

S. I. Hayakawa,
Mill Valley, Cal.

•

To the Editor: I want to congratulate you upon the stand you have taken editorially on advertisers getting out of show business and eventually handling commercials the same as magazines. That is, with no regard for the programming itself. . .

E. C. Nash,
Executive Secretary, Agricultural Publishers Assn., Chicago.

• • •

Canadian Adman in Sweden Finds Interesting Ad Fable

To the Editor: This past summer, a colleague of mine (Bill Francis, Baker Advertising, Toronto) and I took a four-month sabbatical in Europe. Well, doesn't *everyone*?

In Stockholm we had the pleasure of meeting a hospitable Swedish ad man, named Jan Wisten, an account executive with the Wilhelm Andersons Agency, who, along with two of the happily ever-present agency beauties, gave us the 100-kronor tour of the office. We found it organized much like our own Canadian and U. S. agencies, except for the absence of broadcast advertising—illegal in Sweden. In addition, the agency owned a separate marketing division that concerned itself largely with merchandising and with graphic-design elements in the marketing process, such as packaging.

We found one more thing. In Jan's office, there was a framed copy of a mailing piece originally produced by a Swedish production house. As you can see, it's in the form of an advertising fable and is proof positive (as somebody used to say) that, whether you work on King St. in Toronto or on Kungsgatan in Sweden, it's the same wild, frustrating business.

The fable translates *something* like this:

"Once upon a time, there was an advertising agency man. For many days and nights he poured sweat and blood into the creation of a wonderful new piece of advertising artwork. At last, the job was done, and there—rendered before him—was a thoroughbred stallion, with fiery eyes, a magnificent neck, slender, racy legs, a proud flowing tail. It was such a stately beast that even the Almighty couldn't have created a finer one.

"And so he presented his masterpiece—and people examined it.

"The sales manager looked it over. 'Those legs won't hold his weight,' he said. The agency man thought it over. He gave it the sturdy underpinnings of an elephant. Someone else remarked, 'He can't see far enough.' Our hero considered that criticism—and gave it the neck of a giraffe. Lastly, the advertising manager stated his opinion. 'It looks unbalanced,' he said. The agency man had to agree. He gave it the elaborate, flowery tail of a peacock.

"And then everyone wondered why the ad didn't sell."

That's the trouble with those aloof Swedes—no sense of humor.

Eric J. Miller,
F. H. Hayhurst Co., Toronto.

• • •

'Ads We Can Do Without'

To the Editor: The enclosed ad from *Fortune* is one I have been expecting to show up in the "Ads We Can Do Without" series. But I suppose that the illustration so overwhelmed the copy that none bothered to read it.

Surely this ad, part of a double page intended to sell this company to the Air Force, would

hardly endear them. If, as the copy implies, American aces are made by shooting down unarmed enemies, the Air Force must be a cowardly lot.

William M. Branham,
Advertising Divisions, Leeds & Northrup Co., Philadelphia.

• • •

7,000,000 Cars, Not $7,000,000

To the Editor: I was highly amused by a news item in the Sept. 28 issue. The caption was, "60 Ford Budget Is $10,000,000." The article mentioned Ford was predicting a $7,000,000-car year in 1960 for the automobile industry.

Fortunately for Ford and the men who set the budget, the $7,000,000 figure should be *minus* a dollar sign!

Peter C. Johnson,
Marketing Research Dept., J. M. Straus & Co., Los Angeles.

Reader Johnson's sharp eye caught a dollar sign that had no business being in front of the 7,000,000 figure.

• • •

Smokey Bear Born at FC&B

To the Editor: Advertising Age has been a staunch supporter of Smokey Bear, and the ad that appeared May 18, "and for the best male performer of the year we nominate . . .," has been picked up by many other magazines and was even used on billboards.

We wish to take this opportunity to thank you for this fine support of forest fire prevention. I'm sure it has helped prevent lots and lots of forest fires.

In the Sept. 14 issue of Advertising Age we noticed a photo of Albert Staehle and a Smokey Bear poster. Staehle is one of many people who claim to have created Smokey. I guess if we listed all creators of Smokey, we could fill a book bigger than Who's Who.

The idea for Smokey Bear actually originated in the fertile brains of the ad men from Foote, Cone & Belding, Los Angeles, who are now planning the 20th coop-

DESIGNERS AND BUILDERS OF MERCHANDISING DISPLAY UNITS FOR CLOSING MORE SALES PROFITABLY

STEP LAST THAT

Don't MISS IT... Mister!

BE SURE your product is displayed at the point of sale . . . the one step in your promotional plan that presents, persuades, and pays off . . . immediately!

Scotch Brand Cellophane Tape
Counter Display Merchandiser

ADVERTISING METAL DISPLAY CO

CHICAGO 50
4621 W. Nineteenth Street/BIshop 2-1242
NEW YORK 36
11 West 42nd Street/LOngacre 4-8255

SEND FOR full color brochure showing examples of how other advertisers close more sales with AMD merchandisers...

OPEN your sales promotion with other media.

CLOSE your sales with an AMD merchandiser . . . the pay-off media!

PROTECT your over-all advertising investment. Give your product the competitive edge at the point of sale

Call in the AMD man. Let him put his design and production know-how to work for you.

erative forest fire prevention campaign.

Our hats are off to Foote, Cone & Belding, the Advertising Council, and you folks on ADVERTISING AGE who have helped us so much with public service advertising.

William W. Huber,
Director, Forest Fire Prevention, U. S. Department of Agriculture Forest Service, Washington, D. C.

• • •

Fractured French Disturbs Him

To the Editor: I sat on my hands while the *SEP* fluffed through a lot of nonsensical foreign-language headlines a couple of years ago.

I kept my trap shut when, two weeks ago, a very famous agency advised a young man to say "Tu," a pronoun usually reserved in the French language for mother, wife or lady of easy virtue.

But now the Assn. of American Railroads "*Vive* les chemins de fer." This I cannot hold still for. So this letter is a warning to copywriters who can't keep their cotton-picking pencils out of the lovely, lucid French language: Watch out, boys, you all deserve a shot of cyanide in your Gibsons, maybe you'll get it yet.

Geoffrey Higgins,
Johnson & Johnson Advertising, Evanston, Ill.

• • •

Wonders What Can FTC Do

To the Editor: I was pleased to note, in your Oct. 19 issue, that the Federal Trade Commission had cited several ghostwriting companies who promised to win big contest prizes for their customers.

Of course, no such promise can be valid or honest. Even "ethical" entry-writers (meaning those who don't deliberately cheat) can only offer a slightly better chance of winning contests than some of their clients might have by themselves.

However, just what does it mean to be "cited" by FTC? Will these crooked companies be punished in any way? Will they be put out of business? Will they be forced to compensate their victims? Or does FTC's "slap on the wrist" merely compel them to change names and locations before they can again prey on the gullible host of prize-seekers?

Allen Glasser,
Convention Chairman, National Contesters Assn., Brooklyn.

• • •

Creative Man Rates an 'Amen'

To the Editor: I say "Amen" to everything the Creative Man says in his column appearing in the Oct. 26 issue of ADVERTISING AGE. I am reminded of the old adage that some of us (who keep working at the seemingly endless job of trying to improve the public's sometimes-low impression of advertising) try to keep in mind, and which goes approximately as follows: "What you *do* speaks so loudly I can't hear what you *say*."

Keep up the good work!

Bob Gray,
Advertising and Sales Promotion Manager, Esso Standard Oil Co., New York.

• • •

Hughes Aircraft Has 6,000

To the Editor: On Page 112 of your Oct. 19 issue you referred to our client, the Hughes Aircraft Co., as having 2,500 employes in their Fullerton plant.

The correct number is almost 6,000.

Russell H. Nagle,
Vice-President, Foote, Cone & Belding, Los Angeles.

• • •

Miss La Hay Ruins Her Day

To the Editor: What a way to start the week!

Examination of the Oct. 26 issue of ADVERTISING AGE, usually the most enjoyable part of "blue Monday," proved to make this Monday worse than ever. Your report on the comments of W. La Hay (publicist, Kenyon & Eckhardt) at the Kansas City AS&E Club certainly weakened my "power of positive thinking."

Though much of what Miss La Hay says is probably sound, it is the sort of thing that women should never admit, at least not publicly. Were it not for my desire to become more than a "would-be" career woman, I certainly would not be an avid reader of your fine publication. Don't misunderstand—I'm all for men, marriage, and babies—in that order—but I am also a champion of the cause of "women in business"—particularly in the advertising business.

I have secretly suspected for some time that career women are really an overworked, underpaid, exploited group, but it is a terrible thing to see it in print—and especially on Monday in AD AGE.

Nancy Mylar,
St. Louis, Mo.

Friend's is being tested in PORTLAND

MAINE . . . because

1 FIRST in the United States among cities under 150,000 population. Source Sales Management

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

PORTLAND MAINE NEWSPAPERS

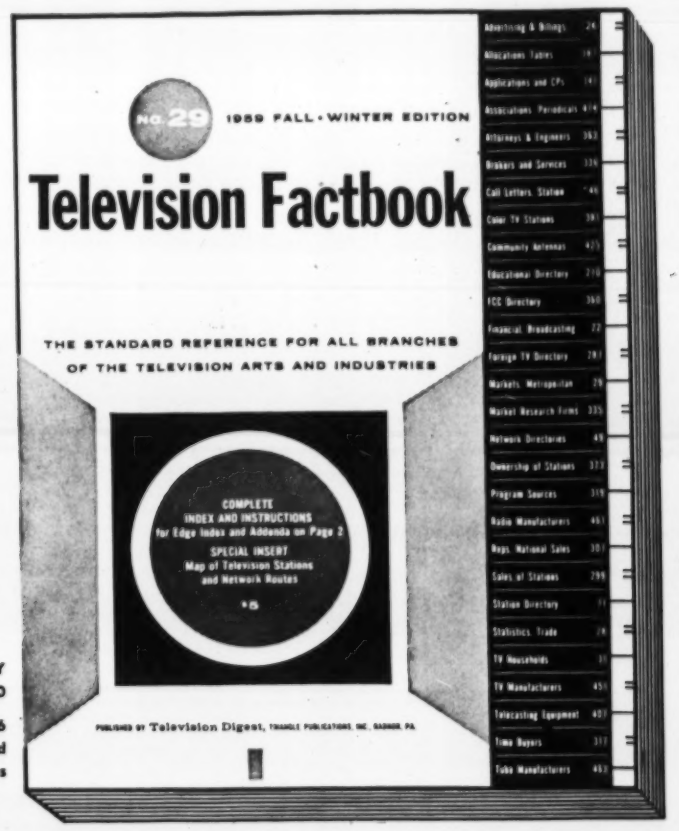
PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone 100% coverage of city zone

represented by Julius Mathews Special Agency

Television's most complete factbook

New, Revised 1959 Fall-Winter Edition


NO. 29
1959 FALL-WINTER EDITION
Television Factbook
THE STANDARD REFERENCE FOR ALL BRANCHES OF THE TELEVISION ARTS AND INDUSTRIES
COMPLETE INDEX AND INSTRUCTIONS for Edge Index and Addenda on Page 2
SPECIAL INSERT Map of Television Stations and Network Routes
PUBLISHED BY Television Digest, TRIANGLE PUBLICATIONS, INC., RADNOR, PA.

ONLY $5.00

496 fact-filled pages

5 BRAND-NEW FEATURES

- **New listing TV/Radio time buyers in agencies with over $1 million billings TV/Radio.**
- **New listing U.S. stations equipped with tape recorders.**
- **New directory of Educational TV stations.**
- **New Canadian data covering all provinces, percent TV penetration and TV households.**
- **New listing U.S. metropolitan markets, population and retail sales.**

Television Factbook is the most used, most valuable, most quoted reference book in the TV-electronics field! Since 1947 this *standard reference* book has saved key men endless, costly hours of fact-finding. Complete information in one source, indexed for speedy reference. Covers all subjects in big, busy field, including . . .

Station Directories for U.S., Possessions, Armed Forces TV, Canada, foreign, translators; FCC File of CPs Outstanding and Applications Pending for new stations; Allocation Tables (U.S., Canadian, Mexican border); manufacturers of all types of equipment; TV Program Sources and Services offering film and live programs and production facilities; Trade Statistics. Thousands of other useful facts and features to make your job easier, your success surer!

MAIL THIS COUPON

Free—a $1.00 Wall Map of TV Areas & Network Routes with Each Copy

Television Factbook
Published by Television Digest
Triangle Publications, Inc., Radnor, Pa.

Television Factbook
Box 700, Dept. A-3, Radnor, Pa.

Please mail promptly and bill me later.

☐ 1 copy Television Factbook, $5.00 ☐ copies, $3.50 each (5 or more)

Name_____

Title_____

Firm_____

Street_____

City_____ Zone____ State_____

D'Arcy, Chicago, Names Three

Russell B. Young has been named to the new post of director of tv-radio operations in the Chicago office of D'Arcy Advertising Co. He previously was vp in charge of tv-radio with Keyes, Madden & Jones. D'Arcy, Chicago, also has named Niles R. Swanson administrative director for tv-radio operations and Harry Bubeck creative director of the department.

Penn Mutual Names EWRR

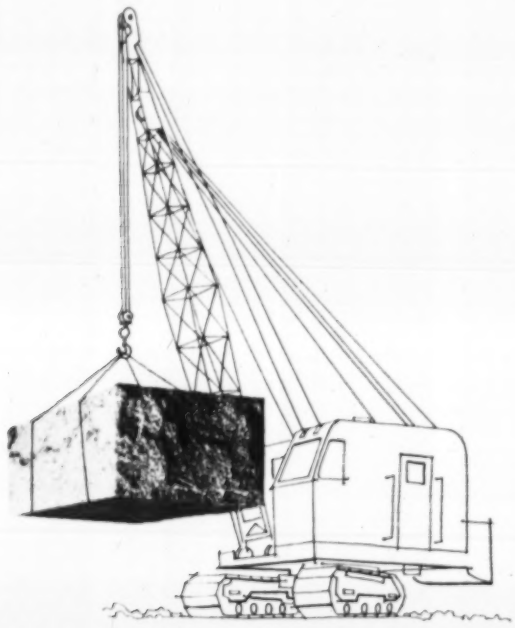
Penn Mutual Life Insurance Co., Philadelphia, has appointed Erwin Wasey, Ruthrauff & Ryan to handle advertising for its Top 25 and Career Builders honor groups. This portion of the Penn Mutual account was formerly handled by Lewis & Gilman. Aitkin-Kynett Co. continues to handle Penn Mutual itself and its Million Club.

Charleston A&Ps Give Gas

A&P stores in Charleston, W. Va., have started giving gas coupons to customers—3¢ worth of gas for each $2 in groceries. The coupons are good at 160 local service stations, roughly 50% of all area stations. L&L Advertising, Atlanta, sold the idea to the local A&P management.

'Flying' Boosts Parke

Robert B. Parke, advertising director of *Flying*, New York, has been named assistant publisher of the magazine. He will continue in his ad post.



how to build a pyramid

Start with a single stone. Add another and another and another. Then you'll have a pyramid . . . a *continuity* of stones. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold.

Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity.

It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

Single Unbiased Broadcast Rating Urged by Hurleigh

CHICAGO, Nov. 25—Robert Hurleigh, president of Mutual Broadcasting System, has called for a single, understandable, workable system of broadcast audience measurement.

Mr. Hurleigh, who has been highly critical of radio-tv ratings of late, made the suggestion in a speech before the Sales Marketing Executives of Chicago this week.

He assured the audience that he was for ratings—that is full and complete ratings.

"Like publishers, I am for a rating service or services that provides a solid, fundamental basis for analysis comparison—a service that cannot be swayed or influenced by the persons paying the freight," Mr. Hurleigh continued. "I am also for a rating service that gives a good sampling—a cross section of listeners and viewer reactions—and not mumbo jumbo that can't be understood."

"The excuse of the various ratings groups is that it costs big money to take big samplings; it is economically unsound.

■ "Then it may be wise to suggest that all rating services begin to consider developing the type of service that can become the accepted standard, the type that can check a larger percentage of the population than the 3/10,000 of 1% now providing the base for most surveys.

"Remember, it was the hue and cry about circulation totals in newspapers and magazines that caused the creation of the Audit Bureau of Circulations."

Mr. Hurleigh predicted that the pending investigation of ratings will "unearth some of the mumbo jumbo, the double talk, the weasel wording and defensive, me too tactics that undeniably are some of the causatives for the problems of our industry."

He said it was hard for him to understand how any station in any fair-size market can boast it controls 45% of the audience with rock and roll or other formula programming and back up its boast with rating figures. #

Allis-Chalmers Boosts Foley to Division Ad Manager

James F. Foley has been promoted to advertising manager of the farm equipment division of Allis-Chalmers Mfg. Co., Milwaukee, of which he has been assistant ad manager since 1958. He succeeds R. A. Crosby, who has had the job since 1931.

James F. Foley

Mr. Crosby, who also has been advertising manager of AC International Distributing Corp. since 1934, asked to be relieved of the farm equipment post so that he could devote full time to his AC International duties.

MacDonald Joins Brady as A.E.

James C. MacDonald has joined Brady Co., Appleton, Wis., as an account executive. Mr. MacDonald was formerly public relations director of KSTP-TV and radio, basic NBC affiliate, Minneapolis-St. Paul.

Ryder Names Marschalk & Pratt

Ryder System, Miami, has appointed Marschalk & Pratt, division of McCann-Erickson, Miami, to handle its advertising, effective Jan. 1. Grant Advertising previously handled the national trucking and leasing company's account.

Nielsen* shows ABC-TV only network STILL CLIMBING

	1958 share of audience	1959 share of audience	% change
ABC	27.3	30.3	+11%
NET Z	30.2	28.7	-5%
NET Y	32.2	32.0	-1%

And that's because shows like these are topping their comparable time periods of last year: Bourbon Street Beat, Cheyenne, Hawaiian Eye, James A. Michener's Adventures in Paradise, Lawman, Leave It To Beaver, Robert Taylor starring in The Detectives, 77 Sunset Strip, The Alaskans, The Rebel, The Untouchables, and not to mention: the continuing performance of returning top favorites.

ABC TELEVISION

*** Source: Nielsen 24 Market TV Report for all commercial programs Sunday-Saturday 7:30-10:30 PM the week ending November 8, 1959, versus the identical time periods for comparable week in 1958.**

Do you know these people?

THE GORDONS: That's the well-known byline by which Mr. and Mrs. Gordon Gordon, Sherman Oaks, California, are known to millions of readers of suspense novels. Over five million copies of their books have been sold.

THEY READ together MAGAZINE

The Gordons are outstanding people in their community. So are the 900,000 families who read TOGETHER magazine. While not all of TOGETHER's families are as widely known professionally, more than one third of them are headed by owners of businesses, officials, and professional men. Like the Gordons, they are substantial people. Eight out of ten own their homes. They are mighty important people to reach with your product story.

ABC

TOGETHER is the colorful family magazine read in over 900,000 homes—a selected audience of substantial family buyers. Ask your TOGETHER representative.

Together

THE MID-MONTH MAGAZINE for METHODIST FAMILIES

740 NORTH RUSH STREET
CHICAGO 11, ILLINOIS

BROADCAST EXECS—*Frank Stanton, president, CBS, talks with Harold Koplar, president, KPLR-TV, St. Louis, at the dedication of KMOX, CBS radio station's new studios at 1144 Hampton Ave., St. Louis.*

Lentheric Sets Yule Push in Magazines, TV

The Lentheric division of Helene Curtis Industries has scheduled a tv and magazine campaign to promote its fragrance line for Christmas giving. Theme of the campaign will be "Lentheric . . . since 1885, a tender tradition at Christmas." Emphasizing Lentheric's Parisian origin, print ads are illustrated by a sketch of Maison de Lentheric, and pictured in each window is a different Lentheric fragrance.

Color pages will run in Christmas issues of *Esquire*, *Look* and *Life*. On tv, it will be commercials on "Five Fingers" (NBC-TV) Dec. 19, augmented by tv spots in 65 markets during November and December. The promotion was prepared by Lentheric's former agency, Gordon Best Co., Chicago, before the account was switched to Altman-Stoller, New York (AA, Oct. 26).

'American Weekly' Draws Big

The Sept. 13 issue of *The American Weekly*, which carried announcement of five reader contests, produced 789,762 entries within the four-week contest period. The "Cavalcade of Contests" issue was given over entirely to three contests for adults, one for teen-agers and another for children. *The American Weekly* said adult contests pulled 89.8% of response.

Barbour Boats Names Bennett

Barbour Boats Inc., New Bern, N. C., has appointed Bennett-Advertising, Raleigh, N. C., to handle its advertising and public relations. The company previously was a direct advertiser.

FORT WORTH STAR-TELEGRAM
MORNING
EVENING
SUNDAY
Dynamic Growth Is Forecast For Ft. Worth
Population to Jump 213,600
To Be 38th In U.S. in Retail Sales
'Sales Management' Figures Predict Steady Gains for City
Effective Buying Income to Increase

"SALES MANAGEMENT" MAGAZINE ESTIMATE OF FORT WORTH GROWTH*

POPULATION		NET EFFECTIVE BUYING INCOME		TOTAL RETAIL SALES	
Jan. 1, 1959	618,000	Net E.B.I. 1958	$1,093,684,000	Retail Sales 1958	$715,707,000
July 1, 1965	831,600	Net E.B.I. 1965	$1,605,495,000	Retail Sales 1965	$998,616,000
Rank in U.S.A. 1959	43rd	Rank in U.S.A. 1958	43rd	Rank in U.S.A. 1958	42nd
Rank in U.S.A. 1965	52nd	Rank in U.S.A. 1965	39th	Rank in U.S.A. 1965	38th

*SOURCE: Nov. 10, 1959 issue, "Sales Management Magazine's Marketing on the Move."

THE DYNAMIC FORT WORTH METROPOLITAN AREA IS COVERED THOROUGHLY EVERYDAY BY THE FORT WORTH STAR-TELEGRAM.*

DAILY (M & E Combined)	SUNDAY
250,323	220,105

*ABC Audit Report March 31, 1959

"Busiest Salesman In Texas!"

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., President and National Advertising Director

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

...and, night after night, this newspaper has the highest flying evening circulation in Western America! For higher-flying sales, make sure your advertising flies with it.

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

November Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958
General Farm Publications										
§American Agriculturist (sm)	39.8	36.2	334.3	330.0	28,978	26,343	243,380	240,273	26,478	24,160
§Arizona Farmer-Ranchman (bw)	53.3	68.4	636.1	731.0	40,136	51,711	480,928	552,655	39,153	50,160
‡Arkansas Farmer: (mon)										
#Delta Edition	10.8	—	183.1	—	8,178	—	138,461	—	7,566	—
#Western Edition	11.4	—	179.2	—	8,598	—	135,489	—	7,986	—
Average 2 Editions	11.1	—	181.2	—	8,388	—	136,975	—	7,776	—
§California Farmer: (bw)										
Northern Edition	47.7	49.0	464.0	511.3	33,196	35,574	364,324	395,744	32,535	34,905
Southern Edition	45.5	47.4	437.1	499.1	31,715	34,469	343,425	380,071	31,243	33,800
Average 2 Editions	46.6	48.2	450.5	505.2	32,455	35,021	353,874	387,907	31,889	34,352
Capper's Farmer (mon)	29.8	36.9	417.2	529.8	12,772	15,845	179,034	227,323	12,034	15,075
Colorado Rancher & Farmer (sm)	23.3	20.8	391.2	324.7	17,635	15,772	296,036	245,877	15,164	13,987
Dakota Farmer (sm)	32.9	37.1	709.0	661.1	25,814	29,048	555,884	518,329	24,144	26,950
†Electricity on the Farm (mon)	12.1	8.8	103.5	90.7	4,182	3,156	35,727	32,400	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	30.6	33.4	376.9	395.0	13,143	14,346	161,669	169,442	11,557	12,488
#Southwestern Edition	32.7	30.4	385.1	390.9	14,042	13,036	165,225	167,708	12,293	11,199
Average 2 Editions	31.5	32.2	380.1	394.0	13,493	13,835	163,056	169,006	11,844	11,986
Farm Journal: (mon)										
#Central Edition	108.6	81.8	967.2	887.9	46,573	35,073	414,921	380,915	44,835	33,427
#Eastern Edition	90.6	78.2	861.9	795.4	38,852	33,568	369,737	341,226	37,114	31,922
#Southern Edition	82.6	72.9	751.2	718.4	35,420	31,284	322,267	308,210	33,682	29,638
#Western Edition	94.2	77.6	916.7	828.5	40,426	33,285	393,279	355,409	38,688	31,639
Average 4 Editions	94.0	77.6	874.2	807.6	40,318	33,303	375,051	346,440	38,580	31,657
**Farm Quarterly (q)	—	—	245.5	252.0	—	—	136,521	116,424	—	—
The Farmer (sm)	68.5	64.9	985.1	949.8	53,726	50,857	772,341	744,654	46,880	44,194
††Farmer-Stockman: (mon)										
#Oklahoma Edition	23.2	27.4	348.9	374.4	17,636	11,765	255,371	160,639	15,940	10,201
Texas Edition	16.3	25.3	290.8	341.7	12,394	10,855	210,829	146,603	10,762	9,291
Average 2 Editions	19.8	26.4	319.4	358.1	15,015	11,310	233,100	153,621	13,351	9,746
‡Georgia Farmer: (mon)										
#North Edition	6.1	—	111.5	—	4,639	—	84,320	—	4,209	—
#South Edition	6.1	—	125.9	—	4,639	—	95,181	—	4,209	—
Average 2-Editions	6.1	—	118.7	—	4,639	—	89,751	—	4,209	—
††Indiana Farmer (mon)	10.7	12.1	154.1	161.9	8,390	9,497	120,843	126,933	5,941	7,291
Kansas Farmer (sm)	30.3	27.5	436.1	413.4	23,040	20,915	331,441	314,249	18,123	17,944
Kentucky Farmer (mon)	12.1	17.7	218.6	226.6	9,481	13,866	171,402	177,694	8,128	11,724
Michigan Farmer (sm)	35.1	40.6	628.0	569.8	26,989	31,208	482,320	437,612	21,932	26,544
Minnesota Farmer (mon)	15.7	11.0	180.1	146.5	17,380	8,646	141,354	114,912	10,812	8,100
‡Mississippi Farmer: (mon)										
#Delta Edition	7.4	—	94.6	—	5,598	—	71,580	—	4,911	—
#Eastern Edition	6.4	—	87.5	—	4,842	—	66,179	—	4,155	—
Average 2 Editions	6.9	—	91.1	—	5,220	—	68,879	—	4,533	—
Missouri Ruralist (sm)	28.1	26.4	450.4	450.6	21,429	20,090	342,317	342,462	18,343	17,349
Montana Farmer-Stockman (sm)	39.9	41.5	643.8	641.3	30,153	31,367	486,692	484,812	20,906	24,640
Nebraska Farmer (sm)	71.4	62.1	1,006.0	919.2	54,022	46,960	761,552	695,403	42,780	37,390
§New England Homestead (sm)	28.8	35.1	310.7	350.0	20,179	24,578	217,471	245,025	15,926	18,354
New Jersey Farm & Garden (mon)	18.1	28.6	327.5	419.0	8,157	12,878	147,455	188,550	6,724	9,970
New Mexico Farm & Ranch (mon)	17.5	21.5	174.2	160.9	13,220	16,219	131,684	122,076	13,094	16,212
Ohio Farmer (sm)	42.7	45.3	772.2	672.6	32,784	34,806	593,056	516,541	26,153	28,423
§Pacific Northwest Farm Quad: (sm)										
Idaho Farmer	38.1	27.4	398.8	410.7	28,841	24,277	301,526	310,498	25,775	23,281
Oregon Farmer	34.0	29.0	363.2	379.9	25,688	21,913	274,553	287,201	23,666	20,917
Utah Farmer	33.4	32.0	294.9	394.6	25,245	24,175	298,518	297,904	—	—
Washington Farmer	33.3	33.4	370.9	405.8	25,159	25,282	280,422	306,820	23,104	24,286
§Pennsylvania Farmer (sm)	41.0	43.4	522.2	474.7	31,468	33,358	401,092	364,608	28,282	28,841
Prairie Farmer: (sm)										
#Illinois Edition	74.9	75.6	1,107.6	1,022.6	54,489	55,061	806,344	744,468	45,528	46,655
#Indiana Edition	74.1	74.5	1,057.9	994.3	53,947	54,199	770,215	723,866	44,986	45,793
Average 2 Editions	74.5	75.1	1,082.8	1,008.5	54,218	54,630	788,283	734,167	45,257	46,224
Progressive Farmer: (mon)										
#Carolina-Va. Edition	66.2	65.5	804.9	811.0	45,005	44,553	547,338	551,497	42,787	42,692
#Ga.-Ala.-Fla. Edition	68.3	67.1	801.9	824.0	46,466	45,604	545,316	560,317	43,994	43,299
#Ky.-Tenn.-W. Va. Ed.	66.0	63.2	757.7	763.4	44,887	42,952	515,259	519,094	42,914	41,317
#Miss.-La.-Ark. Edition	64.4	61.9	767.7	770.3	43,815	42,121	522,069	523,827	41,721	40,271
#Texas Edition	65.4	66.9	795.2	796.6	44,478	45,516	540,764	541,689	41,907	42,858
Average 5 Editions	66.1	64.9	785.5	793.1	44,930	44,149	534,151	539,285	42,665	42,087
§Rural New-Yorker: (sm)										
New York-New England Edition	24.9	21.1	287.6	117.4	18,992	16,517	223,419	91,992	15,657	13,543
Penn.-N. J.-Delmarva Ed.	23.4	19.1	255.0	109.1	17,832	14,971	195,825	85,495	14,549	12,191
Southern Planter (mon)	12.7	15.8	211.8	230.1	8,875	11,086	148,231	161,193	8,227	10,689
Successful Farming (mon)	75.9	80.1	862.2	800.7	34,136	36,031	388,008	360,319	33,641	35,511
Tennessee Farmer & Homemaker (mon)	8.4	13.4	158.3	161.8	6,581	10,473	124,134	126,873	5,439	10,473
Wallaces' Farmer (sm)	93.1	74.7	1,136.2	1,011.7	72,984	58,586	890,788	793,137	57,242	48,328
*§Weekly Star Farmer: (w)										
Kansas Edition	22.0	27.5	173.1	167.6	54,189	67,805	426,522	413,023	38,964	50,108
Missouri Edition	24.5	28.1	188.4	173.8	60,391	69,348	464,419	428,350	42,926	48,585
Okla.-Ark. Edition	22.1	26.5	171.3	162.9	54,513	65,448	422,204	401,484	39,402	47,572
Average 3 Editions	19.8	24.0	152.4	147.3	48,959	59,190	375,671	363,079	36,315	44,023
***Western Crops & Farm Management (mon)	16.8	16.0	212.1	215.2	7,203	6,870	91,549	92,315	7,203	6,870
Western Farm Life: (sm)										
#Regular Edition	22.9	21.0	235.9	305.3	17,982	16,480	184,983	239,417	11,541	11,461
#Colorado Edition	26.3	30.8	308.7	412.1	20,676	24,204	246,759	323,139	13,955	17,900
Average 2 Editions	24.6	25.9	275.3	358.7	19,329	20,342	215,871	281,278	12,748	14,685
Wisconsin Agriculturist & Farmer (sm)	58.9	56.2	789.3	719.0	47,175	44,071	614,782	563,734	46,195	42,172
Wyoming Stockman-Farmer (mon)	42.1	41.9	410.8	396.7	32,536	31,682	377,744	339,748	25,430	25,757
Total Group	1,130.7	1,103.0	15,731.5	14,845.1	774,234	737,498	10,926,012	10,067,367	655,498	641,978

#Not included in totals. §Not included in totals; figures shown are for October issues as November figures were not available at this issue went to press. †Changed from 357-line page to 345-line page January 1959. ††Changed from 428-line page to 760-line page February 1959. *Four issues October 1959; five issues October 1958. **Published quarterly in March, June, September and December; cumulative figures shown are for September issue. ***Formerly known as Farm Management. ‡Started publishing sectional editions March 1959 so there will be no 1958 figures. ‡‡Formerly known as Indiana Farmer's Guide. ||Changed from 784-line page to 764-line page July 1959.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	9.4	21.3	193.1	213.9	9,439	21,320	193,250	213,929	9,222	20,922
Texas Ranch & Farm (mon)	8.3	7.1	144.7	139.5	8,330	7,048	144,744	139,524	6,832	5,852
Total Group	17.7	28.4	337.8	353.4	17,769	28,368	337,994	353,453	16,054	26,774

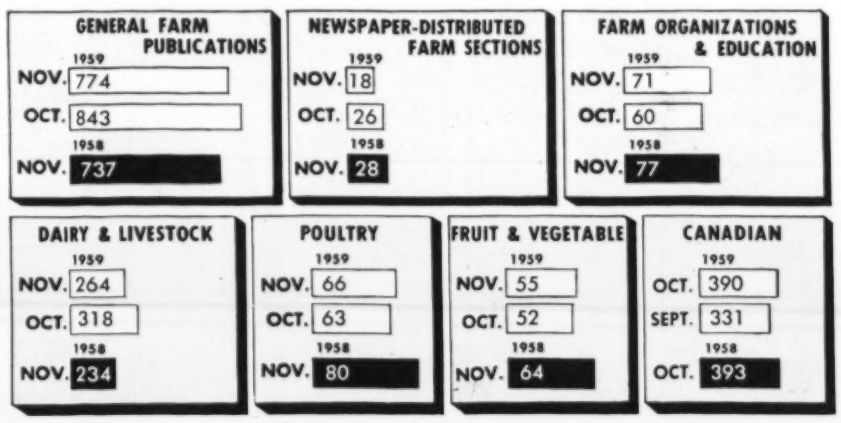
Farm Organizations & Education

Agricultural Leaders' Digest (mon)	11.4	13.6	90.8	111.8	4,911	5,832	39,138	47,998	39,138	47,998
†Better Farming Methods: (mon)										
#Eastern Edition	33.5	—	127.5	—	14,369	—	54,708	—	14,369	—
#Central Edition	36.7	—	138.4	—	15,730	—	59,389	—	15,730	—
#Southern Edition	29.1	—	116.7	—	12,510	—	50,056	—	12,510	—
#Western Edition	29.3	—	116.8	—	12,566	—	50,126	—	12,566	—
Average 4 Editions	32.2	37.5	278.8	315.3	13,794	16,103	119,607	135,243	13,794	15,531
California Farm Bureau Monthly (mon)	10.8	11.2	112.7	144.7	8,134	8,460	85,209	109,260	7,721	8,036
Cooperative Digest (mon)	13.3	16.7	88.4	79.3	5,565	7,000	37,130	33,290	5,565	7,000
County Agent & Vo-Ag Teacher (mon)	27.7	28.5	286.5	296.5	11,876	16,181	122,803	127,455	11,876	16,181
§Iowa Farm Bureau Spokesman (w)	45.8	42.3	510.9	493.7	46,487	42,816	518,162	500,873	44,230	41,020
Michigan Farm News (mon)	1.7	1.6	23.7	27.9	4,242	3,619	57,633	65,914	3,850	3,115
Missouri Farmer (mon)	11.1	10.4	137.7	150.0	4,664	4,384	57,824	62,962	3,815	4,384
National 4-H News (mon)	12.8	16.3	194.2	195.9	6,202	6,839	82,273	82,286	82,273	82,286
Nation's Agriculture (mon)	14.4	10.2	87.4	90.6	6,414	4,589	39,314	40,778	—	—
Ohio Farm Bureau News (mon)	11.2	9.3	114.4	114.7	5,045	4,197	51,815	53,112	—	—
§Washington Grange News: (sm)										
East Edition	8.1	15.1	138.2	137.2	8,795	16,411	150,296	149,105	8,508	16,187
West Edition	7.4	13.2	131.2	132.5	8,075	14,353	142,450	143,882	7,788	14,129
Average 2 Editions	7.8	14.1	134.6	134.9	8,435	15,382	146,237	146,487	8,148	15,158
Total Group	146.6	155.3	1,414.6	1,526.7	70,847	77,204	692,746	758,298	168,032	184,531

#Not included in totals. †Started publishing sectional editions in July 1959 so there will be no 1958 figures. §Not included in totals; figures shown are for October issues as November figures were not available as this issue went to press.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

Breeder's Gazette (mon)	21.8	13.0	196.9	163.1	9,353	5,578	84,484	69,975	6,238	4,903
The Cattleman (mon)	108.9	89.6	1,071.0	893.3	45,724	37,632	449,750	374,978	15,064	12,887
**††§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	55.5	47.0	358.5	350.7	119,649	100,056	766,008	746,424	59,525	55,354
Kansas City Daily Drovers Telegram	55.9	54.3	350.8	350.3	120,586	115,649	749,198	745,473	71,123	69,685
Omaha Daily Journal-Stockman	67.1	56.4	402.5	388.0	144,619	120,149	860,055	825,661	80,198	67,688
St. Louis Daily Livestock Reporter	40.0	29.9	277.7	254.4	86,323	63,710	593,065	541,334	52,308	39,348
§Dairymen's League News (bw)	35.5	38.3	177.2	165.4	25,855	28,005	129,001	120,556	25,178	27,357
Florida Cattleman (mon)	65.8	59.6	809.9	710.5	27,654	25,058	336,149	298,318	15,368	12,040
Hoard's Dairyman (sm)	53.9	57.1	683.8	636.8	39,257	41,593	497,824	463,574	32,644	36,110
Livestock Breeder Journal (mon)	67.6	66.5	754.0	786.6	28,392	27,944	320,502	330,179	4,522	4,158
National Hog Farmer (mon)	20.1	14.8	223.6	132.6	20,401	15,022	226,954	134,557	19,610	14,215
National Live Stock Producer (mon)	14.6	14.6	193.0	158.6	10,608	10,635	140,483	115,444	9,723	10,296
Western Dairy Journal (mon)	35.5	30.5	494.1	423.2	15,269	13,069	212,005	181,154	8,773	10,324
Western Livestock Journal: (mon)										
Mts. & Plains Edition	81.2	69.4	777.5	600.5	34,804	29,801	333,546	257,687	10,881	8,208
Pacific Slope Edition	76.8	64.7	1,068.6	1,034.8	32,984	27,742	458,499	443,971	15,769	12,012
*††§Western Livestock Reporter (w)	51.7	59.2	335.4	364.6	69,485	79,565	443,682	439,016	7,658	18,494
Total Group	546.2	479.8	6,272.4	5,540.0	264,446	234,074	3,060,196	2,669,837	138,592	125,153

§Not included in totals; figures shown are for October issues as November figures were not available as this issue went to press. †Changed from 2,128-line page to 2,156-line page September 1959. ††Changed from 1,120-line page to 1,344-line page February 1, 1959. *Four issues October 1959; five issues October 1958. **Twenty-two issues October 1959; twenty-three issues October 1958.

Poultry

American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	16.6	21.5	202.1	263.8	7,132	9,236	86,703	113,186	3,688	5,450
#Egg Producer Midwest Edition	17.8	22.5	219.2	269.5	7,639	9,655	94,036	115,566	4,627	6,187
#Egg Producer Southern Edition	20.0	24.9	230.5	276.5	8,599	10,680	98,880	118,699	4,366	6,336
#Egg Producer Pacific Edition	19.0	23.6	227.6	263.6	8,147	10,137	97,641	113,067	4,343	6,106
#Broiler Producer Ed.	11.7	10.9	141.6	36.0	5,005	4,690	60,771	15,478	5,005	4,358
*#Turkey Producer Ed.	6.8	8.6	128.1	37.2	2,918	3,686	54,954	15,944	2,918	3,354
*Average 6 Editions	15.3	18.7	191.5	63.0	6,573	8,014	82,164	27,005	4,158	5,298
Broiler Growing (mon)	27.5	37.6	359.3	389.8	11,800	16,119	154,129	167,219	8,997	13,259
Everybodys Poultry Magazine (mon)	26.6	37.3	321.6	326.5	11,430	15,996	138,011	140,043	7,209	9,013
†§Georgia Poultry Times (w)	27.3	29.9	321.7	306.8	29,274	31,780	301,524	267,718	27,838	28,210
§The Poultryman: (w)										
Dixie Edition	14.9	20.1	151.4	163.7	16,255	21,791	164,395	177,716	7,049	9,224
National Edition	14.9	19.8	144.9	157.7	16,213	21,511	157,240	171,138	7,049	9,224
New England Edition	18.7	25.4	188.0	192.3	20,347	27,574	204,031	208,696	8,719	12,429
New Jersey Edition	24.1	33.8	235.5	270.2	26,187	36,700	255,623	293,161	15,325	17,604
Poultry Tribune: (mon)										
#Eastern Edition	45.2	43.4	426.2	406.5	19,412	18,628	182,849	174,373	13,058	12,596
#Midwest Edition	46.0	41.4	420.8	394.5	19,738	17,744	180,506	169,240	13,295	12,891
#Pacific Edition	48.6	45.9	517.8	468.5	20,868	19,672	222,156	200,975	13,741	12,003
#Southeast Edition	52.3	46.0	480.8	444.9	22,416	19,719	206,255	190,847	15,015	13,177
#Southwest Edition	48.9	43.6	431.5	408.7	20,968	18,695	185,109	175,340	13,983	12,516
Average 5 Editions	48.2	44.0	455.4	424.6	20,680	18,892	195,373	182,156	13,818	12,637

(Continued on Page 64)

1959 MISSILE *in the Farm Field*

Adv. Volume reaches 240 pages

Circulation climbs to 135,000

Editorial Excellence . . . Selective Circulation

NATIONAL HOG FARMER

The Business Paper For . . . Commercial Hog Raisers

The practical approach adopted by the National Hog Farmer editorial department has earned the respect of the veteran commercial producer, the beginner, and the workers in all the allied fields comprising the total swine industry.

Editorial material is judged and a high percentage of it prepared or rewritten for effective use by the nation's hog farmers.

Acceptance of the National Hog Farmer as a reliable source of information is a proven test of its editorial content. The expression of confidence in every segment of the swine industry has far exceeded expectations.

. . . *A Commercial Hog Raiser is*

A farmer who markets 100 or more hogs per year. He gets a large part of his income from hogs, employs good management practices and is vitally interested in any information that will help him to make more money from his hog operation. The 1954 USDA figures showed 155,000 Commercial Hog Raisers.

Write for Full Information . . . and Market Data . . .

NATIONAL HOG FARMER

A Monthly Publication Dedicated to the Interests of the Swine Industry

REPRESENTATIVES:
Vining & Meyers, 35 E. Wacker Drive, Chicago 1, Ill., FRanklin 2-111
Norris H. Evans, Box 36, Upper Montclair, N. J., Pilgrim 4-2484
New York, Plaza 5-1127

P. O. Box 156 Phone 336
GRUNDY CENTER, IOWA

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958
Turkey World (mon) ..	36.7	49.6	485.5	499.1	15,754	21,296	208,288	214,105	7,029	12,762
Total Group	154.3	187.2	1,813.3	1,703.0	66,237	80,317	777,965	730,528	41,211	52,969

‡Not included in totals. §Not included in totals; figures shown are for October issues as November figures were not available as this issue went to press. ††Four issues October 1959; five issues October 1958. *1959 cumulative figures for three months only.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958
American Fruit Grower (mon)	15.6	18.8	307.2	332.0	6,738	8,129	132,710	143,455	6,345	7,854
American Vegetable Grower (mon)	20.0	24.2	317.6	302.1	8,620	10,448	137,191	130,491	8,381	10,252
California Citrograph (mon)	22.8	24.0	232.4	233.8	15,316	15,890	156,186	157,094	15,036	15,610
Florida Grower & Rancher (mon)	23.8	29.6	283.9	306.5	15,514	20,175	183,092	212,272	14,944	19,033
††Vegetable Growers Messenger (bm)	—	—	49.2	41.9	—	—	24,914	17,598	—	—
Western Fruit Grower (mon)	20.3	22.2	291.2	302.0	8,526	9,324	122,304	126,840	8,526	9,324
Total Group	102.5	118.8	1,481.5	1,518.3	54,714	63,966	756,397	787,750	53,232	62,073

††Published bi-monthly; cumulative figures shown for October issues.

Canadian (October)

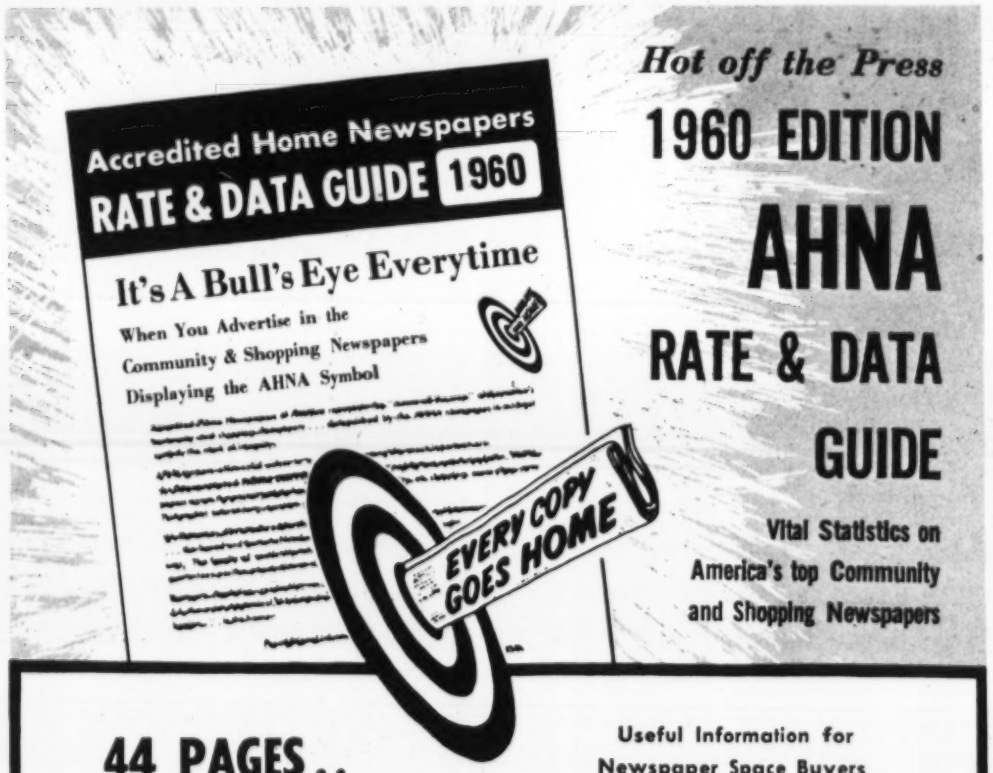
	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958
Country Guide (mon) ..	41.4	31.6	399.1	369.7	29,822	22,786	287,356	266,228	—	—
Family Herald (w)	107.1	108.1	782.1	768.5	104,442	105,415	762,631	749,323	76,085	78,030
Farmer's Advocate & Canadian Countryman (sm) ...	43.4	47.6	429.6	435.8	30,374	33,332	300,717	305,068	22,148	24,844
Free Press Prairie Farmer (w)	100.2	113.0	959.1	944.6	105,208	118,682	1,007,056	991,880	58,944	67,132
Le Bulletin des Agriculteurs (mon) ..	61.1	64.0	535.2	537.3	42,788	44,836	374,396	376,145	42,788	44,836
Western Producer (w) .	72.0	63.2	617.8	572.2	77,047	67,628	660,920	612,366	48,330	42,609
Total Group	425.2	427.5	3,722.9	3,628.1	389,681	392,679	3,393,076	3,301,010	248,295	257,451

Sno Flok Campaign Set

General Mills, Minneapolis, is using major market newspapers, plus ads in the *Better Homes & Gardens* Christmas Ideas issue and the "Jack Paar Show" and "American Bandstand" tv shows to promote its Sno Flok kit for applying artificial snow to Christmas trees and other holiday decorations. Knox Reeves Advertising, Minneapolis, is the agency.

Joe Meehan Joins Thomas

Joseph C. Meehan, formerly public relations director of Geyer Advertising, has joined Edward Thomas Associates, New York, as an account executive.



44 PAGES..

Useful Information for Newspaper Space Buyers

- Advertising Rates
- Current Circulation Figures
- Circulation Area; Method
- City, County Location and Population
- Market Information
- Issuance and Closing Dates
- Mechanical Requirements
- ROP Color Availability
- Policy on Alcoholic Beverage Advertising

Use This Convenient Form To Order Your FREE Copy!

ACCREDITED HOME NEWSPAPERS OF AMERICA, INC.

1706 Rhode Island Ave., N.W.
Washington 6, D.C. - District 7-4618

141 East 44th St.,
New York 17, N.Y. - MUrray Hill 2-8273

ACCREDITED HOME NEWSPAPERS,
1706 RHODE ISLAND AVE., N.W.,
WASHINGTON 6, D.C.

Please send me FREE copy of your 1960 Rate Guide:

Print
Name_____ Title_____

Firm_____

Address_____

City_____ Zone____ State_____

Invited to 'Disengage' Its Stations from NBC, Time Inc. Admits They Should Improve

NEW YORK, Nov. 25—Time Inc., whose magazines have been seething with indignation at the tv networks of late, this week decided that it likes them well enough to stay in the family.

The strength of the ties that bind Time-owned stations to the networks was tested by Robert W. Sarnoff, chairman of National Broadcasting Co.

Obviously fed up with the criticism *Time*, *Fortune* and *Life* have been leveling at tv, Mr. Sarnoff, in his monthly letter to radio-tv editors, suggested that the Time Inc. stations "disengage themselves from network program service, thereby unburdening their schedules of the programming that *Time* finds so mediocre, shoddy and imitative."

Following this "disengagement," Mr. Sarnoff recommended that the *Time* stations "pool their unusual resources to open new horizons for television by developing their own creative programming, concentrating on the type of cultural, informational and educational fare that the editors of *Time* find in such short supply on the air today."

■ All of Time Inc.'s four radio and four tv stations are operated as network affiliates. The company's two Salt Lake City stations have been sold to Columbia Pictures, pending FCC approval. Two of the tv stations and one of the radio stations in the Time group are affiliated with NBC; one of the two NBC affiliates is a dual affiliate, shared with American Broadcasting Co.

■ The publishing company's intention of sticking with the networks was made clear in a statement released by Weston C. Pullen Jr., Time Inc. vp for broadcasting.

Mr. Pullen accepted Mr. Sarnoff' challenge to try to improve the local programming standards of the stations, but he rejected his invitation to "disengage" the stations from the network.

"We have not as yet met the standards in local programming that our own magazines have called for," Mr. Pullen admitted. "But that is our aim, and we are glad to accept Mr. Sarnoff's challenge to try to reach it. However, we must depend upon the networks for presentations beyond the reach, resources—and responsibility—of local stations."

■ In his letter Mr. Sarnoff charged, "Despite all that Time, the publisher, charges against quiz shows, Time, the broadcaster, never brought any evidence of wrongdoing to the FCC or any other official agency. Indeed its television stations continued to carry the very quiz shows covered in the *Time* article (of April 22, 1957) and raised no questions about them with the networks, their partners in television."

Mr. Sarnoff accused Time Inc. of still operating under a curious double standard, criticizing the networks for their shortcomings via the quiz troubles as a publisher, while continuing, as a broadcaster, to draw profits from the "shoddy" network service, quizzes, and contests, etc.

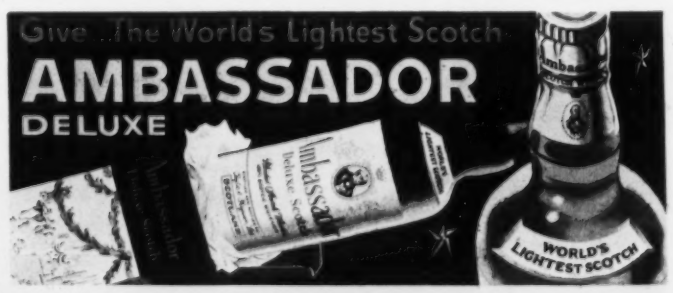
■ Mr. Pullen agreed that Time Inc.'s stations should have dropped the quizzes from their schedules the minute the 1957 disclosures about rigged quizzes "came to our attention." He continued: "I regret that we did not. Like Mr. Sarnoff and others, we learned a lesson." #

Bilby Joins RCA as PR Head

Kenneth W. Bilby will leave his post as exec vp in charge of advertising, promotion and public relations at NBC to join the parent company, Radio Corp. of America, New York, as its ranking pr officer in January. He will succeed Ewen Anderson, who reportedly will be given another post at RCA.

Kebel Resigns as Baker VP

Harry G. Kebel has resigned as vp at Lynn Baker Inc., New York, where he had charge of Quaker Oats' Puss & Boots cat food.



ON 24-SHEET—*Quality Importers Inc., New York, is using 287 24-sheet posters in the New York metropolitan market to feature its new holiday pre-wrap for Ambassador scotch. The outdoor campaign is in addition to newspapers, magazines and transit ads for the largest campaign ever put behind the brand. W. B. Doner & Co., New York, is the agency.*

ROBERT J. STEINLE *has been named advertising manager of U.S. Tobacco Co., New York, to succeed Louis A. Bantle, recently elected president. Mr. Steinle, who joined the company in 1958 as assistant ad manager, previously was with NBC-TV, Amos Parrish & Co. and J. C. Penney Co.*

No Shifts Seen in Orientation of WLS, Prairie Farmer Books

CHICAGO, Nov. 24—No major changes are expected in the program format of WLS, Chicago radio station, when American Broadcasting-Paramount Theatres takes over full ownership.

AB-PT, which now owns 50% of the station, is awaiting approval of the Federal Communications Commission to purchase the stock of Prairie Farmer Publishing Co., which owns the other half interest (AA, Nov. 23).

James E. Edwards, president of Prairie Farmer Publishing, said that while some programs on WLS may be changed, it would be "foolish" to expect that the station would alter its policy of aiming much of its programming at farmers, as some reports have suggested.

Under a management contract agreement that accompanies the sale, top personnel of Prairie Farmer Publishing will retain their positions. These include Mr. Edwards, publisher; George R. Cook, business manager; Vernon Anderson, advertising director, and Paul C. Johnson, editorial director.

■ Prairie Farmer and its subsidiaries publish three farm publications in the Midwest—*Prairie Farmer*, Chicago; *Wallaces' Farmer*, Des Moines, and *Wisconsin Agriculturist*, Racine. The publications, all more than 100 years old, have a combined circulation reported at more than 900,000.

Leonard H. Goldenson, AB-PT president, said publications would continue present editorial policies.

Opinion Research Corp. Forms Tastemaker Division

Opinion Research Corp., Princeton, N. J., has formed a Tastemaker division to conduct an annual review of changing consumption patterns and to offer companies services in the fields of "prediction studies and the detailed investigation of potential markets for specific products and product types." The division will use a probability sample that may reach 30,000 to 50,000 households.

The division grew out of pilot studies conducted earlier this year in Ridgewood, N. J. These studies developed the Tastemaker Theory, namely, that the key to forecasting changes in buying lies with those consumers who are innovators. Hugh C. Hoffman, ORC vp, will head the division.

Hal Stebbins Adds Account

General Air Conditioning Corp., Los Angeles, has named Hal Stebbins Inc., Los Angeles, as its agency, effective Jan. 1, succeeding J. Walter Thompson Co.

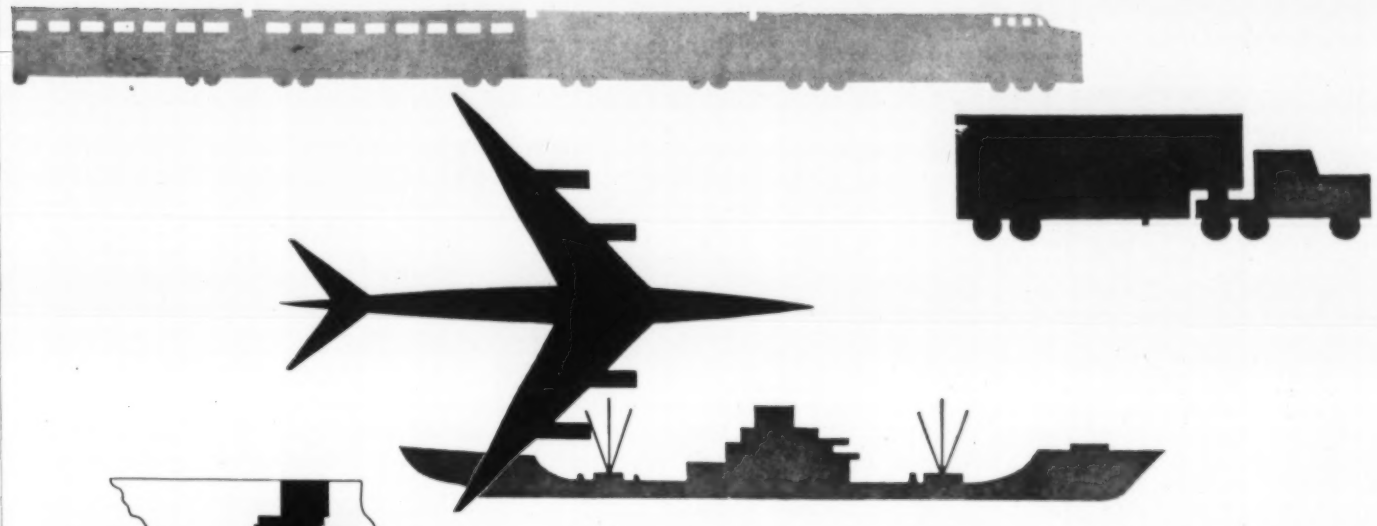
Rose-Martin Adds Two

Celsa Corp. of America, New York, manufacturer of sterling silver, has appointed Rose-Martin, New York, to handle its advertising. The account was previously handled by Irving Serwer Advertising. Rose-Martin has also been named as the agency for Jason Optics, New York, manufacturer of optical frames. The previous agency was The Ad Men Inc.

Richfield Joins EWRR

Marvin Richfield, formerly with Warwick & Legler, has joined Erwin Wasey, Ruthrauff & Ryan, New York, as media director, succeeding Anthony S. Gee, who has left the advertising field.

ELGIN-AURORA-JOLIET



The Northern Illinois

MARKET ON THE MOVE!

Reached and sold by the Copley Big 3 Newspapers

ELGIN COURIER-NEWS
AURORA BEACON-NEWS
JOLIET HERALD-NEWS

By seaway, airway, railway and tollway, Northern Illinois is a market on the *move* . . . a market that's growing and going places fast. And three cities — Elgin, Aurora, Joliet — are the trading centers for this spectacular growth area.

The Big 3 Market in Northern Illinois is sold best by the Copley Big 3 newspapers: *Elgin Courier-News, Aurora Beacon-News, Joliet Herald-News.*

Buy all 3 of the Big 3 and save 9½ cents a line!

SEPARATE LINE RATES:

ELGIN COURIER-NEWS	18c
AURORA BEACON-NEWS	20c
JOLIET HERALD-NEWS	21c
TOTAL	59c
THRIFTY ALL-3 RATE	49½c
BUY ALL 3 AND SAVE	9½c A LINE!

"The Ring of Truth"

COPLEY NEWSPAPERS

15 Hometown Newspapers covering Northern Illinois — Springfield, Illinois — San Diego, California — and Greater Los Angeles. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Charles Murphy, 64, N.Y. Judge, Former Ad Executive, Dies

NEW YORK, Nov. 24—Justice Charles E. Murphy, 64, of the appellate division of the state supreme court, who early in his career was assistant advertising manager of Texas Co. and later president of the Advertising Club of New York, died at Brooklyn Hospital Nov. 22 of a heart attack.

Born in Trenton, N. J., Mr. Murphy, after graduation from Rider College there, became a reporter for the *Trenton Times*. As assistant city editor, he attended Columbia University's graduate school of journalism. Five years ago the school's alumni association honored him with a scroll for "distinguished public service."

During World War I he entered the Army as a private and rose to captain in the 146th Infantry; he received the Belgian war cross for "exceptional gallantry in action."

After the war, Mr. Murphy joined the advertising department of Texas Co. and became assistant advertising manager. During this period he attended night classes at Fordham University law school, took his degree, and was admitted to the bar in 1925. He entered private law practice and later established the law firm of Murphy, Block, Sullivan & Sawyer.

■ In 1930 he was elected president of the Advertising Club of New York, holding the office for two terms, the youngest man ever to hold the position.

Active in Democratic politics, he was elected corporation counsel of New York in 1947, and later that year was elected to the supreme court bench. In 1953 he was designated by Gov. Thomas E. Dewey as a member of the appellate division, and he was so designated again this year by Gov. Rockefeller.

He was a past commander of the advertising men's post of the American Legion and a member of the Knights of Columbus and of several law associations.

JOSEPH MITCHELL

BOSTON, Nov. 24—Joseph A. Mitchell, 63, for 40 years a special representative in New England for John Donnelly & Sons, outdoor advertising company, died Nov. 16 as the result of a heart attack at the Deaconess Hospital.

Born here, Mr. Mitchell was widely known in the outdoor advertising industry and in the municipal planning field. He had served for 19 years as vice-chairman of the Boston city planning board and was a member of the American Society of Planning Officials. He also was a member of the St. Vincent De Paul Society and the Engineers Club of Boston.

PAUL VAN TUYL

SAN ANTONIO, Nov. 24—Paul Van Tuyl, 74, art director of Conroy Advertising, died here Nov. 14 after a long illness. Mr. Van Tuyl, a creative layout artist for many years, also had been an art director of D'Arcy Advertising Co., St. Louis, for 15 years and an art director of Gardner Advertising Co., St. Louis, for several years.

Earlier in his career he worked for agencies in New York, Chicago and Cleveland.

Johnstone Adds Two Accounts

John Robert Powers Products Co., New York, cosmetic manufacturer, has appointed Johnstone Inc., New York, its first agency in several years. Peck Advertising had the account a few years ago, but the forthcoming campaign will be the first major national drive for the company. Johnstone also has been named to handle advertising for Zantrel, a new polynosic fiber distributed by Hartford Fibres Co., a division of Bigelow-Sanford Carpet Co. Made in France, the fiber can be blended with other fibers into many types of ready-to-wear fabrics, the company reports.

Blum Appoints Stanislaus

Blum's Direct Advertising Agency, San Francisco, has appointed Stan Stanislaus sales manager, southern California division, headquartering in Los Angeles. Mr. Stanislaus has served in executive capacities with Shell Oil Co., Reuben H. Donnelley Corp., and Krupp's Direct Mail Center, Los Angeles.

Moffet Retires as Ad Manager

Chester E. Moffet has retired as advertising manager of the Eaton department store, Edmonton, Alta., after 35 years' service. Before joining Eaton's, Mr. Moffet was with the *Gregory County Democrat*, Gregory, S. D.; *Saskatoon Star*, *Vancouver Sunday Sun* and the *Edmonton Bulletin*.

Jacobs Joins Stockton, West

James A. Jacobs has joined Stockton, West, Burkhart, Cincinnati, as senior copywriter and assistant copy chief. Mr. Jacobs was formerly with Leonard M. Sive & Associates, Cincinnati.

Mountain-high list* of advertisers in new Mexican Edition

L. G. Aguilar, S. A. (Courvoisier)
American Export Lines, Inc.
Elizabeth Arden de Mexico
Arrow Interamerica, Inc.
Articulos Selectos Mexicanos, S. A. (Permalift; Paris Belt)
Bacardi y Cia., S. A.
Becton Dickinson de Mexico, S.A. de C.V.
Bodegas de Delicios (Dorado Brandy)
Bourjois (Chanel), S. A.
Cafes de Mexico, S. A.
Fabrica del Calzado Canada, S.A. (Shoes)
Canada Dry Bottling Plant, Mexico
La Cantabra (Building Equipment)
Celanese Mexicana, S. A.
Celorey, S. A.
Cemento de Mixcoac, S. A.
Cierres Arrow (Zippers; Sports Clothes)
City of San Antonio
Clairol, Inc.
Colgate-Palmolive, S. A.
Continental Schools, Inc.
Daystrom (Hi-fi Kits)
Diners' Club
D. M. Nacional, S. A. (Office Furniture)
Fondo de Inversiones Rentables Mexicanas, S. A. (Investments)
Frederick's S. de R. L.
French Line, Inc.
General Motors—Frigidaire
General Popo, S. A. (General Tires)
W. & A. Gilbey
Gillette de Mexico, S. A.
Cia. Hulera Goodyear-Oxo, S. A.
Guest Aerovias Mexico
Hemphill School of Languages
Hollywood School of Languages
Hoover Mexicana, S. A. de C. V.
Industrias Atlas, S. A. (Marlux Paints)
International Schools Company
Johnson & Johnson de Mexico, S. A.
Jozacs (Shirts)
Kodak Mexicana Ltd.
The Laredo National Bank
Lea & Perrins Ltd.
Lehn & Fink Caribbean Corp. (Dorothy Gray)
Lewis Howe Co. (Tums)
Lincoln Institute of Radio & TV
Maidenform Brassieres
Camisas Mem's, S. A. (Gentry Shirts)
National Technical Schools
Nippon Gakki Seizo K.K. (Organs & Pianos)
Oneida Ltd.
Oso Negro Gin
Outboard Marine International, S. A. (All Products)
Perfumes Importados (Guerlain)
Remington Rand, S. A. de C. V. (Shavers)
Revlon, S. A.
M. Riskind, Inc.
Rivetex, S. A. (Textiles)
S. Robert y Cia. (Textiles)
Robina, S. A. (Orange Crush)
Ron Castillo
Ronson Corp. (Lighters; Shavers)
Shulton, Inc.
Shure Brothers, Inc. (Hi-fi Cartridges)
Simmons, S. A.
Sistema Stauffer
Smirnoff Vodka
Society Shirt, S. A. (Manhattan Shirts)
Spey Royal
Stanley Home Products, Inc.
Sombreros Unidos, S. A. (Stetson Hats)
Tokyo Shibaura (Transistor Radios)
Tapetes Luxor (Carpets)
Utility Appliance Corp.
Camisas Van Heusen
Warner Lambert
Western Airlines
J. B. Williams
Zenith Watches

* Adding height (and depth): the advertising of some 200 other companies from 13 countries is appearing in Mexico through the pages of the hemisphere-wide edition of LIFE EN ESPAÑOL.

LIFE EN ESPAÑOL

Cover the $2 Billion Spokane market with . . .

KREM-TV has welded this giant market together for you . . .

NEWS

Experienced Reporters, six Radio News Cars and News Airplane, "Ham" Volunteer Radio Network, Dollar-A-Holler phone correspondents. KREM-TV is one of the powerful Crown Stations associated with Portland (KGW-TV) and Seattle (KING-TV) providing exclusive TV relay and film exchange. Plus world wide wire service. Good reasons for KREM-TV high news ratings.

LOCAL PROGRAMS

KREM-TV's Capt. Cy makes Popeye bigger than ever! And, the record proves syndicated programming does best on KREM-TV!

FIRST IN PRIME TIME

ABC-TV's fabulous night time programming rides in first place in this market through KREM-TV!

KREM-TV's signal and 100 community antenna systems cover the $2 Billion Spokane Market.

Represented by Edward Petry & Co., Inc.
The Original Station Representative

KREM·2
TELEVISION

SPOKANE, WASHINGTON

and the new Mexican Edition of LIFE EN ESPAÑOL

Mexico's famous—and now friendly—volcano has seen a lot of activity in its day. But nothing more exciting than the way readers are taking to the new Mexican Edition of LIFE EN ESPAÑOL.

It's become the liveliest marketplace in Mexico today. Three-quarters of a million Mexicans read the new edition every issue. They read it for the unique view it gives them of their continent and the world. And, they enjoy the advertising pages that tell of products for better living.

In its first six months, 80 advertisers have displayed their products in the Mexican Edition of LIFE EN ESPAÑOL—for a total of 170 pages. Two success stories will illustrate how effective it is.

1. A manufacturer—whose full-page black and white ad for a high-priced shirt appeared in the Mexican Edition of LIFE EN ESPAÑOL—sold out his complete stock of shirts in all of Mexico within two weeks.
2. The Mexican distributor of a cosmetics company called three days after the magazine appeared to say that his phone had been jammed with calls for orders. And an important distributor in Monterrey, whom the company had been unable to sell for years, phoned to take on distribution of the product.

Just two examples of the sales impact of this new edition. Good reason why you should display *your* products and services to Mexicans in the mood to buy —in the new Mexican Edition of LIFE EN ESPAÑOL.

The magazine to reach modern Mexico is

LIFE
EN ESPAÑOL

PHOTO REVIEW

ROTATING PLAN—*Sinclair Refining Co. will use rotating bulletins like this in Miami over a 12-month period covering 15 spots via Webster Outdoor Advertising Co. The units are 16x60' with cutout extension.*

Weiss Bland White Muller

LUNCHEON CONFERENCE—*At a recent American Marketing Assn. luncheon where he was guest speaker (AA, Nov. 16), E. B. Weiss, director of merchandising, Doyle Dane Bernbach Inc., and Advertising Age columnist, focused his attention on tablemates David Bland, product manager, Lever Bros.; Don White, president, Don White Co., and Frank A. Muller, merchandising manager, products division, Bristol-Myers.*

Schirmer Redpath Deems Campbell Wilson Lapick

EAST CENTRAL 4A'S REGIONAL MEETING—*Present at the east central regional meeting of the American Assn. of Advertising Agencies which met in Pittsburgh last week were Colin Campbell and E. A. Schirmer, Campbell-Ewald; W. S. Redpath, Ketchum, MacLeod & Grove; Richard Deems, Hearst Magazines; John F. Wilson and Frank P. Lapick, both of Carr Liggett Advertising.*

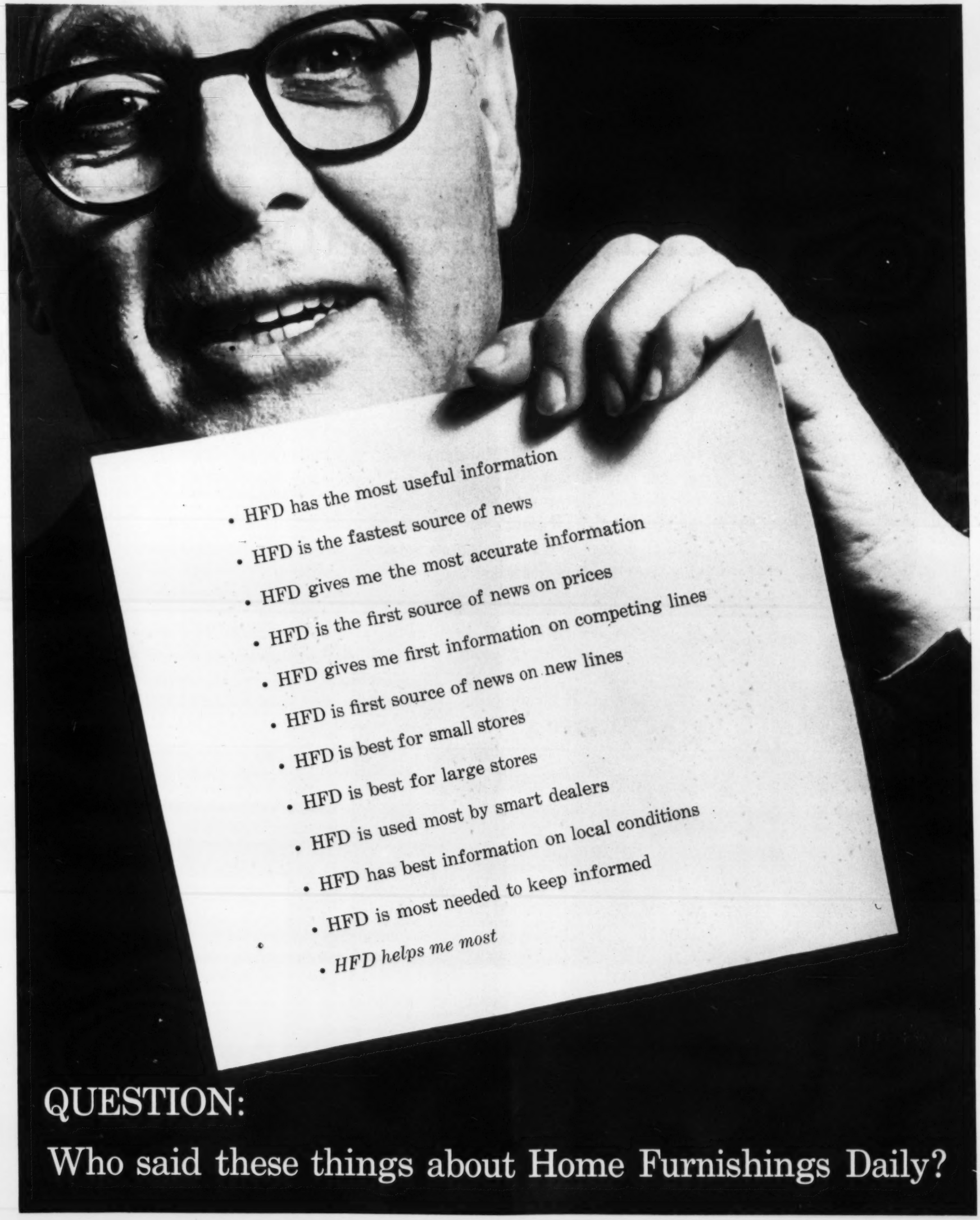
DANCING DEVIL—*Wm. Underwood Co., Watertown, Mass., which says it is "The nation's oldest canner" as well as owning the oldest registered trademark in use, has redesigned its Red Devil, in use since 1867, into a dancing, waving figure. Robert G. Neubauer is the designer.*

Johnson Mayes Devine Severn Bell Zellermayer DeLier Peterson Burke Leake Swanson Knodel

NAB—*On hand at the Fort Worth regional meeting of the National Assn. of Broadcasters were Tom Johnson, KTOK, Oklahoma City; Wendell Mayes, KBWB, Brownwood, Tex.; John Devine, KVOO-TV, Tulsa; Don Severn, Ted Bates & Co., New York; Edgar T. Bell and Jack DeLier, KWTV, Oklahoma City; Bob Zellermayer, KFDA, Amarillo; H. O. Peterson, KFBI, Wichita; Harry Burke, KODE, Joplin, Mo.; Jim Leake, KATV, Little Rock; Bill Swanson, KTUL-TV, Tulsa; J. W. Knodel, Avery-Knodel, Chicago.*

Wallace Frech McCollough Gill Gray Redfield Cohan See

MOMENT OF REST—*Taking a breather between business sessions at the Los Angeles regional meeting of the National Assn. of Broadcasters were William L. Wallace, Young Television Corp., Los Angeles; Ed J. Frech, KFRE-TV, Fresno; Clair McCollough, WGAL-TV, Lancaster, Pa.; Cliff Gill, KEZY, Anaheim, Cal.; Eugene Gray, KPHO, Phoenix; John Redfield, KIFN, Phoenix; John C. Cohan, KSBY, am and tv, and KVEC, Salinas, and Harold See, KRON-TV, San Francisco.*


• HFD has the most useful information
• HFD is the fastest source of news
• HFD gives me the most accurate information
• HFD is the first source of news on prices
• HFD gives me first information on competing lines
• HFD is first source of news on new lines
• HFD is best for small stores
• HFD is best for large stores
• HFD is used most by smart dealers
• HFD has best information on local conditions
• HFD is most needed to keep informed
• *HFD helps me most*

QUESTION:

Who said these things about Home Furnishings Daily?

for the answers, turn the page...

Answer to the question on the previous page:

Readers of Mart and Electrical Merchandising!

Yes, it was Electrical Merchandising subscribers and Mart receivers who awarded Home Furnishings Daily those conclusive tributes on the previous page. There are an even dozen of them . . . and on each of the twelve points, far more Electrical Merchandising readers and Mart readers voted for HFD than for either of the other two publications!*

Probably the most encompassing of the twelve points is the last: *HFD helps me most.* And it's obvious why dealers feel this way. Where else can they get complete business information on *all* the merchandise they're interested in . . . appliances, radio, tv, housewares, as well as all the other home furnishings lines they've been adding in increasing numbers? And where else can they get the kind of split-second timing which can seek out significant trade events . . . and have reports of those events off the presses and in the mails to them *in as little as three hours after the events take place?* Only a daily can do it!

Home Furnishings Daily

The industry's full-coverage daily newspaper!

A FAIRCHILD PUBLICATION • 7 EAST 12TH STREET, NEW YORK 3, N. Y.

* **NOTE TO ADVERTISERS AND AD AGENCIES:** This compelling evidence is part of the information revealed in a Motivation and Image Study conducted among appliance-tv dealers early this summer by the A. J. Wood Research Corp. Your HFD representative will be glad to show you additional findings.

EXOTIC—*The Government of India Tourist Office, New York, moves into four-color national ads with the December issues of Holiday, National Geographic and The New Yorker, using four consecutive junior pages. The first ad features the ancient dance of Bharata. James C. Seix Co., New York, is the agency.*

Canada Market Data Presented in Study by 'Financial Post'

TORONTO, Nov. 24—Three new ways to measure Canadian markets appear for the first time this year in the *Survey of Markets & Business Yearbook*, published by the *Financial Post*.

One rates each area by income, another by retail sales and the third is a series of 10-year population growth rates.

The income data measure the average income of area residents against average income in Canada as a whole, as a gauge of purchasing power.

The retail sales figures measure average sales per capita in each area against the national average as an index of sales power.

The survey of the more than 400 marketing areas into which Canada is divided also provides an area-by-area description of market characteristics. The 1959 edition is available from *Financial Post*, 481 University Ave., Toronto, for $4 a copy. #

Chicago Women's Adclub Names Church for Award

Ruth Ellen Church, the *Chicago Tribune's* "Mary Meade," has been named winner of the Women's Advertising Club of Chicago's Woman of Distinction award for 1959-60. Mrs. Church, as Mary Meade, heads the *Tribune's* food staff and has edited two cookbooks. She is a five-time winner of the American Meat Institute's Vesta award, given for outstanding excellence in the presentation of news about food, and was named Headliner of 1950 by Theta Sigma Phi, national professional fraternity for women in journalism.

Ruth Ellen Church

OAI Appoints Rodney

Allen Rodney of Outdoor Advertising Inc.'s promotion department has been appointed a member of the organization's sales staff. He will specialize in field contact work in Delaware, New Jersey, Pennsylvania, Maryland and West Virginia. Before joining OAI last year he was a program coordinator with WPIX-TV, the *New York Daily News* station.

Curtis Reports Nine Month Net, Revenue Gains

Curtis Publishing Co. had net income of $2,179,821 for the first nine months this year, or 26¢ a common share, compared with $1,736,446 or 12¢ a share for the same period in 1958. Gross operating revenue went from $140,404,944 to $149,995,618. Net income of Curtis and consolidated subsidiaries including New York and Pennsylvania Co. and American Home Magazine Corp. was $2,311,305 or 29¢ a share.

Robert MacNeal, president, said although *Saturday Evening Post* advertising linage was off 4.5% in the first nine months of 1959, linage for the third quarter was up 6.6% compared with the same period in 1958. Advertising revenue for the nine months was up 9.3% or $5,867,000, of which $3,737,000 represents gains during the third quarter alone. *Ladies' Home Journal* ad linage increased 8.4% during the first nine months of 1959 and ad revenue increased 17.1% or $3,509,000. *Holiday* was up 4.6% in ad linage and up 6.2% or $381,000 in ad revenue.

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York: 107 William St.
Chicago: 175 W. Jackson
San Francisco: 100 Bush St.

POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to make a big bang with the boss . . .
(without killing yourself)

It's sure-fire! Just aim these facts at the boss. Paper costs represent about 25% of the average printing job. And Consolidated Enamels can save him as much as 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

THE KILLER-DILLER! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. Then let the boss call the shots.

Available only through your Consolidated Paper Merchant

Consolidated enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.
World's largest specialist in enamel printing papers

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

TNT Expands in Midwest

Theater Network Television, New York, closed circuit tv company, has established a new midwestern division to replace its central division. The expanded division will cover Michigan, Illinois, Indiana, Wisconsin and Ohio. John L. Beers, who was head of the central division, has been named manager of the midwestern division, with his headquarters remaining at 412 Fisher Bldg., Detroit.

Bishopric Adds Four Accounts

Bishopric/Green/Fielden, Miami, has added four new accounts. They are Palm Spa, Miami Springs health resort; Shelbourne Hotel, Miami Beach; Castle-in-the-Clouds, Lookout Mountain, Tenn., resort hotel; and Marrakech Hotel, Ocho Rios, Jamaica.

SIX FOR SIX—*Actor Tony Randall poses in six different hats to highlight six different Smirnoff vodka drinks in the latest full-color page ad scheduled for Life, Newsweek, Sports Illustrated, Time, and The Saturday Evening Post. Lawrence C. Gumbinner Advertising Agency handles advertising for Smirnoff, a product of Heublein Inc.*

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	September		%	January-September		%
	1958	1959	Change	1958	1959	Change
ABC	$ 6,627,093	$ 8,546,650	+29.0	$ 72,252,184	$ 86,566,156	+19.8
CBS	19,427,754	21,196,220	+ 9.1	181,191,831	195,350,810	+ 7.8
NBC	16,362,343	18,433,589	+12.7	154,672,625	169,096,378	+ 9.3
Total	$42,417,190	$48,176,459	+13.6	$408,116,640	$451,013,344	+10.5

MONTH BY MONTH—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July*	8,391,470	21,269,782	17,883,111	47,544,363
August*	8,205,520	21,137,261	17,298,527	46,641,308
September	8,546,650	21,196,220	18,433,589	48,176,459

*Figures Revised as of Nov. 11, 1959.

Don't make the same mistake twice

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio.* It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II . . . today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *Nat'l Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

Stations Refuse Movie Ads as 'Too Sexy,' 'Anti-TV'

NEW YORK, Nov. 24—Being in no mood for any more slaps at tv, WABC-TV and WRCA-TV turned thumbs down on a 20-second spot which asked, "Had enough of tv? Got those small screen jitters?"

The announcement, promoting United Artists' new picture "Happy Anniversary," was refused by WRCA-TV because it was thought to be "misleading and damaging to tv," a station spokesman said. A series of other spots which show Actor David Niven kicking in a tv screen, however, were accepted by the two stations because they were actual film clips from the picture.

■ United Artists ran into more opposition when it tried to place a series of radio announcements. WPAT flatly refused as "too suggestive" copy which talked of "the story of togetherness before and after marriage."

A second series, with the questionable line deleted, was offered to WPAT by Charles Schlaifer & Co., which placed the New York campaign, and WPAT promptly accepted it. The spots ran in a three-day campaign heralding the opening of the picture here.

The ads which WPAT found objectionable, however, were accepted and run on other New York stations, including WMGM, WNEW, WINS and WQXR, as well as in newspapers.

■ The movie company spent a reported $10,000 in its New York radio-tv promotion of the picture, in addition to about $30,000 in newspapers. Other spot radio and tv advertising is being placed locally through a co-op budget. A page in *Jet* magazine was placed by Monroe Greenthal Co., United Artists' agency, which originated the national campaign.

United Artists reported no other trouble areas for the radio-tv commercials. #

Mutual Adds Five Affiliates

Five former independent stations have joined Mutual. They are WRIB, Providence; WTYM, Springfield, Mass.; WKXV, Knoxville, Tenn.; WBOW, Terre Haute, Ind.; and WTMC, Ocala, Fla. Mutual's former affiliates were WEAN in Providence and WREB in Springfield, which left the network last August. Mutual has had no affiliates in the other three markets for more than a year.

TOPS
in
QUALITY of CIRCULATION

Covers 91.3% of stores with sales over $50,000 per year—who do 80% of all hardware business!

VITALITY and GROWTH

10% higher in paid circulation than the second book! In 5 years, 4 times the growth of the next largest-growing book.

WHY? Because these leading dealers and wholesalers say they "Depend upon it the most" . . . according to Fall, 1959, national surveys by independent Market Research Bureau.

Make your basic trade choice

HARDWARE RETAILER

Know your market

☆ Media executives are concerning themselves more and more with the *quality* of newspaper circulation. Nowhere is this factor more important than in the Washington, D. C. area. Washington families are Number 1 in income per household of the 10 largest markets—*but there is a vast difference between the lower and higher income groups.* The experienced advertisers know that The Star is *the* newspaper of the three published here that delivers their advertising to the homes that account for the important buying power. Here is impressive proof:

First 9 months daily linage leadership of The Washington Star

---

48.6% total linage Washington's 25 largest advertisers
vs. 35% for Post Times Herald and 16.4% for Daily News

65.1% total linage leading Washington Specialty Stores
vs. 28.3% for Post Times Herald and 6.6% for Daily News

47.5% total linage of Washington Department Stores
vs. 31.3% for Post Times Herald and 21.2% for Daily News

48.1% total linage of Washington Drug Stores
vs. 37.8% for Post Times Herald and 14.1% for Daily News

48.5% total linage of Washington Retail Chain Grocers
vs. 39.8% for Post Times Herald and 11.7% for Daily News

Check into The Star's Multiple page discounts on **FULL ROP COLOR**

The Washington Star

EVENING & SUNDAY ★ WASHINGTON, D.C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco
Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.

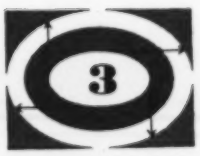
5 Straightforward reasons why your space-buying dollar works harder in the educational market in Overview's January Issue

extra readership:

This is the Inaugural Issue for Overview, the monthly magazine for all educational executives. Your advertisement here gets the benefit of all the excitement and interest created by Overview's fanfare of introduction. Readers of School Executive and Educational Business (Overview succeeds these two successful 20-year old publications) have been eagerly awaiting this January issue...their enthusiastic letters have been coming in steadily. Beyond its initial circulation of nearly 35,000 influential executives, this issue of Overview will be passed along, commented on, read and re-read.

extra distribution:

Copies of this issue of Overview will be distributed at the American Association of School Administrators convention—the largest gathering of educational administrators in the country. Your advertisement in this issue of Overview has a wonderful opportunity to get the attention and interest of the people you want most to sell...when they're most receptive to new products and services.



extra research:

This issue of Overview will be analyzed by Readex. You start the year off right by measuring your new campaign against last year's—get an accurate gauge of the interest readers take in your advertising.

unprecedented coverage:

For the first time in this market, you reach educational executives everywhere through just one publication. Your message goes to customers and prospects in public, private and parochial school systems, colleges and universities, business and industrial schools and organized study groups. Overview gets to the administrators and educators whose jobs include specifying, initiating or approving purchases throughout the wide and profitable spectrum of education. (This market, by the way, was worth $35,000,000,000 last year!)

unique selling opportunity:

Rarely does a chance like this come along—to establish a franchise with important buyers who may never have seen your advertising before! You beat your competitors to the punch in this vital audience by paving the way *now* for faster selling. Overview, penetrating the total education market, will take your message to the very people who are asked for opinions when goods and services are being bought.

OVERVIEW is the new monthly magazine for *all* educational executives. Included in its circulation of nearly 35,000 are influential educators and administrators in public, private and parochial school systems, colleges and universities, business and industrial schools and organized study groups. Overview, spanning the *total* education market, succeeds School Executive and Educational Business. First issue, after nearly two years of concentrated planning and research, is January, 1960.

Write, Wire or Call your nearest Overview office today. Closing Date for January is December 1st.

OVERVIEW

NEW YORK: 470 Park Avenue South; MUrray Hill 5-9250
CHICAGO: Daily News Building; FInancial 6-4611
CLEVELAND: 815 Superior Avenue; CHerry 1-1755
LOS ANGELES: 1870 Hillhurst Avenue; NOrmandy 5-5143
TENNESSEE: 121 N. Hermitage, Lookout Mountain; TAylor 1-2853

Feature Section

Advertising Age

Fireworks Kindle Creative Man

Andy Lauds 'Continuity of Variety'

Guess What and Who, Asks Woolf

Steak on Advertising's Black Eye

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Have Researchers Been Barking Up Wrong Tree? . . .

Ford-Chevy Study Casts Doubts on Ability to Predict What Kind of People Will Buy Which Brand

In recent years practically no one has challenged the theory of the "brand image" and the assertion that products, definitely including automobiles, have personalities extending beyond their physical characteristics which are extremely important in attracting or repelling customers. The study from which the following is extracted suggests that, at least in the case of the particular Ford and Chevrolet owners studied, people of all kinds are customers for both brands, and that to many of them it makes little difference which car they own. The implications are that for advertising strategy it might be best to be ambiguous in terms of the brand's personality and permit customers to read into the brand whatever they wish. The material here, which is certain to have serious repercussions in advertising research, is extracted from an article in the October, 1959 issue of "Journal of Business," published by the University of Chicago. Reprints will be available from the journal.

By Franklin B. Evans
Assistant Professor of Marketing,
Graduate School of Business,
University of Chicago

In recent years a number of non-quantitative studies in marketing have found substantial differences in the personalities of owners of different automobile makes. Buyers of one brand are described as differing sharply, personality-wise, from those of another. Also, the brands themselves are thought to have images or personalities extending beyond their physical characteristics. These images are expected to draw buyers, often in terms of personality need satisfaction.

This study was undertaken to test the ability of psychological and objective methods to discriminate between owners of the two largest-selling automobiles, Ford and Chevrolet. The cars are objectively almost perfect substitutes; their prices, models, and other features are almost identical. However, previous research has indicated that these makes represent different psychological images to the public and that the purchasers of one make are sharply different, psychologically speaking, from purchasers of the other, at least on the average.

■ A simple random sample of Ford and Chevrolet owners provided the basic data for the test. The owners' scores on a standard test of manifest psychological needs were used as a basis for judging the ability of psychological factors to predict the brand of car owned. Demographic and other objective factors were also obtained, and thus predictive power was measured. These variables represent two widely different approaches to market research. Manifest psychological needs may be said to represent the motivations research approach, while the objective factors typify a more traditional approach which emphasizes the economic and demographic variables influencing the demand curve.

Fail to Differentiate Owners

In each class of variables some small and only barely statistically significant differences were found between Ford and Chevrolet owners. These differences, however, are too minor to use effectively in predicting the brand of car owned. Taken singly or in a linear combination, *neither personality needs nor demographic variables assigned brand ownership with any considerable degree of certainty*. Even the advantage of selecting the most predictive variables from each class and combining them into a single linear discriminant function did little to improve the predictive efficacy.

■ The bulk of the literature ascribing differences to Ford and Chevrolet owners comes from the motivation researchers. When a linear relationship of the personality variables failed to produce the desired discrimination, psychologists suggested that perhaps some other model would fit better. However, no non-linear relationship of the personality needs could be discovered. In addition, a select group of psychologists was unable to assign the brand correctly on the basis of the need scores. Also, neither grouping the needs according to type of basic satisfaction involved nor examination of the ranges of their scores showed any important difference between Ford and Chevrolet owners.

Two subsidiary analyses of other aspects of brand choice proved no more fruitful. Brand images were found, but they were much more diffuse than others have indicated. In only five out of twenty-one cases did they show images in a rigorous sense. The loyal and non-loyal owners of each brand are much alike with respect to the most predictive of the independent variables.

Market Research Methods

Traditional research—Traditional market researchers have stressed the importance of objective variables. Implicit in the use of these objective and demographic variables is their importance as demand determinants. These researchers have also relied upon consumers' opinions and motives that can be verbalized in response to direct questions. They believe that consumers both can and will disclose the reasons for, and thus predict, their behavior. Sample sizes tend to be large, sometimes running to thousands. Traditional researchers have used, or at least advocated, standard statistical techniques.

Variables such as age, income, race, sex, or geographic location are used to describe consumers. The narrower the ranges of these variables, the better a particular market can be distinguished from other competing products. Besides describing the limits of a market, these variables can often be used to explain and predict purchase behavior.

■ *Motivation research*—Whereas most traditional researchers have had business, economic, or statistical training, motivation researchers have entered the field with behavioral science backgrounds. Most have training in psychology or social psychology, but anthropology, psychiatry, psychometrics, and sociology are also represented.

Much of the work of motivation researchers has contained the tacit assumption that common motivations exist for large segments of the population. Standard statistical techniques are seldom employed; samples are usually small, rarely exceeding a few hundred or even a few score. Survey respondents are picked either to fit a predetermined quota or to be representative of a particular social class, and the actual selection of the individual to be interviewed is often left completely to the field worker's discretion.

Accepted Beliefs About Product Images Under Fire in Chevy-Ford Study

Generally accepted beliefs concerning product images, the possibility of tailoring advertising and promotion approaches to particular kinds of people in the population, and brand loyalty are questioned in the accompanying study of owners of Fords and Chevrolets in Park Forest, Ill., Chicago suburb. Principal findings include:

- 1. The owners of Fords and Chevrolets cannot be distinguished by personality measures. All kinds of people own both brands and no traits are more associated with owners of one brand, taken as a group, than with owners of the other.
- 2. Objective measures such as age, education, income, religion, politics, etc., do not discriminate between owners of the two brands. No group or class of people are more associated with one brand than the other.
- 3. Images or personalities of the brands themselves were found, but when examined rigorously the images were much more diffuse and weaker than others have indicated.
- 4. Owners of both brands have a strong tendency to attribute their own personality goals to the car they own, whichever brand it may be. They believe their brand is good for people like themselves. They don't view the car's personality as distinct from others.
- 5. Owners who purchase the same brand over and over are apparently no different in any major respect from those who switch brands.

Drawing heavily upon the Freudian schools of psychology, motivation researchers have maintained that many purchase reasons are deeply rooted in personality. These motives are either unknown to the conscious self or too ego-threatening to be revealed by direct questioning. To uncover these motives, depth interviews are used. In addition to depth interviewing, most motivation researchers use some kinds of psychological testing.

Research on Automobiles Indicated Strong Images

Discrimination of brand purchasers—Referring to automobiles, Pierre Martineau, director of research and marketing of the *Chicago Tribune*, recently wrote: "The buyers and non-buyers were undistinguishable except on a personality basis." The same general view is often publicly expressed by executives of these companies. Henry G. Baker of the Ford Motor Co. has said: "A make thus becomes a very real extension of the owner's *desired* personality." And, referring to the symbolic aspects of automobiles, David Wallace of the same company said: "On this dimension Ford is perceived as being the most masculine of the low-priced makes. Chevrolet and Plymouth are more feminine."

Although Ford and Chevrolet purchasers have comprised about half the automobile market in the last twenty-five years, they are commonly portrayed as being entirely different personality-wise. A composite of these descriptions pictures Ford owners to be independent, impulsive, masculine, alert to change, and self-confident, while Chevrolet owners are described as conservative, thrifty, prestige-conscious, less masculine, and seeking to avoid extremes.

■ *Criticisms*—During the recession of 1958 the sales of most domestic automobiles fell sharply, while the sales of small imported cars increased. The American manufacturers were blamed for producing cars which the public did not want. One of the most vituperative criticisms came from semanticist S. I. Hayakawa. He stated: "The trouble with car manufacturers (who, like other isolated people in undeveloped areas, are devout believers in voodoo) is that they have been listening too long to the motivation research people." A similar, if less caustic, view of research on automobiles was expressed by Harold E. Churchill, president of the Studebaker-Packard Corp. Referring to Studebaker's forthcoming small car, he said: "It is not a car based on a small sample survey of the social significance of the automobile today."

Study Design and Implementation Explained in Detail

Research strategy—With limited financial resources it was not possible to study all the various kinds of people who own Fords and Chevrolets. Therefore, a restricted and relatively homogeneous group—residents of Park Forest, Ill.—was selected for study. The purpose of this limited study is to (1) demonstrate an improved methodology and, more important, (2) give limited but well-founded results that are a challenge to others.

The universe was further restricted to Ford and Chevrolet owners of 1955-58 models. This was done to minimize the effects of style cycles of these brands and includes model years in which each was the top seller nationally. In addition, all owners are white males and have only one car. From this restricted universe a simple random sample was drawn . . .

How Psychological Test for Personality Was Made

The analysis of personality variables presented in this study is based upon the results of a psychological schedule filled out by 71 Ford owners and 69 Chevrolet owners. The test was constructed from items in the Edwards Personal Preference Schedule. This test purports to measure manifest personality needs as described by Murray. This is a simple paper-and-pencil test consisting of sets of paired statements in which each sentence in a pair describes a personality need. From each pair the respondent selects the statement he feels best portrays himself. . . .

■ [Results showed that] Ford and Chevrolet owners as groups agree closely in the rank order they place the needs. To put it differently, the differences between mean scores for different needs are much larger than the differences between Ford and Chevrolet means for the same need. Moreover, *the differences between Ford and Chevrolet means, even on dominance*, which showed the greatest separation, *are of slight value for predicting a person's brand selection*. The distributions of scores for all needs overlap to such an extent that discrimination is virtually impossible . . .

Examination shows little clustering by brand, and there are no visible patterns that would indicate any simple way for predicting the brand owned. . .

Psychologists Check to Determine Car Owners

To see whether psychologists using their own particular methods and judgments could distinguish between Ford and Chevrolet owners, a selected group of psychologists was asked to examine the need scores of ten individuals. * These 18 psychologists were given the need scores of five Ford and five Chevrolet owners randomly selected from the Park Forest respondents. The judges were told that there were five Ford and five Chevrolet owners in this group.

■ Along with the test scores of the ten individuals, these judges were given the following protocol:

> In recent years many marketing research studies have either attributed definite personality characteristics to specific kinds of automobiles or categorized brand owners by personality. These are derived from depth-interviewing (unstructured) techniques and psychological testing. Although different methods are employed, results are often surprisingly similar. For example:
>
> Ford owners are said to be more independent, alert to change and experiment, more tolerant, self-confident, impulsive, interested in people and more masculine. They **drive** a Ford, and are younger people with above average incomes.
>
> On the other hand:
>
> Chevrolet owners are more feminine, more cautious, suspicious, conservative, thrifty, prestige conscious, less independent, and hold their cars longer. They **own** a Chevrolet and consider it a stable and dependable car. They want to be up to date but to avoid being too extreme. They are interested in things more than people.

As a group, these judges picked only 70 cases correctly out of 180 possible choices, for a percentage of 39.9. The maximum number of correct choices made by anyone was 6 and the minimum was 2.

■ Although they did not correctly assign the owners to their proper groups, these judges did exhibit a high consensus. Sixteen, seventeen, and eighteen judges, respectively, agreed that, of the five Chevrolet cases, three were Fords. Fourteen, fourteen, and fifteen of the judges, respectively, assigned three of the five Ford cases to the Chevrolet group. The three Chevrolet cases judged incorrectly consisted of individuals with high scores for achievement, aggression, and dominance and low scores for abasement. The three Ford cases most misclassified had low scores for achievement, autonomy, and exhibition and a high score for abasement. These six cases accounted for the bulk of the incorrect placements.

■ When apprised of their results, the psychologists themselves suggested several possible reasons for this outcome. The most common explanation offered was that the description of Ford and Chevrolet owners taken from motivation research studies was wrong or misleading. Two pointed out that these descriptions as given are internally inconsistent. The masculine attributes assigned to Ford owners are more in keeping with people interested in *things*, not in *other people* as stated, and the opposite for Chevrolet owners. However, five of the eighteen psychologists acting as judges claimed that they did not follow these protocols; of these five, one made six correct choices and the others four.

The second reason offered was that the test instrument used did not really measure the needs as described. Several of the psychologists said when taking the test that they did not expect to score very well as the data were limited, and one suggested that the psychologists themselves would probably take the test in a very defensive way, thereby distorting results. Still another reason could be that the ten randomly chosen car owners happened to be atypical of their respective groups , . .

Conclusion

All the evidence points to the conclusion that personality needs, as measured in this study, are of little value in predicting whether an individual owns a Ford or Chevrolet automobile. Although people within a common social class have different personalities, their personalities do not appear to be systematically related to selection of the two most popular brands of cars. This result is, however, based upon the specific test instrument used, and no doubt criticism can be raised on this point.

The more important question is beyond the scope of this paper. This is, "Can any test really measure personality?" Psychol-

*Eighteen psychologists participated; four are in the academic profession, nine in advertising or marketing research, three in psychological testing and guidance, and two are practicing analysts.

The Creative Man's Corner . . .

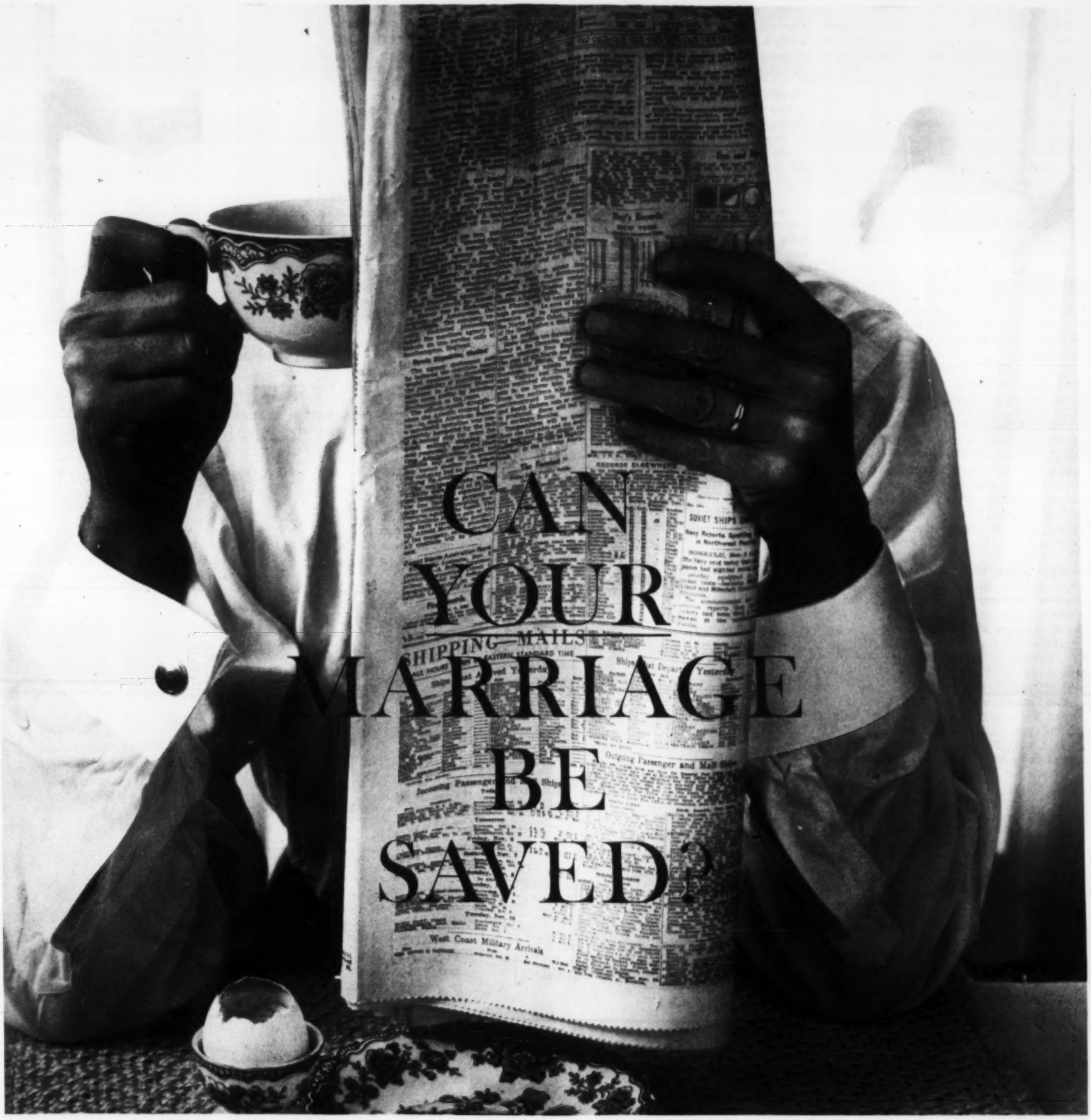
'Modest in Our Predictions'

There is a single vertical line of copy in eight-point type rising along the right-hand side of this General Dynamics ad. "Problems of Discretion," it says. " 'It therefore appears wise to be cautious and modest in our predictions and pronouncements about future space activities—and quietly bold in execution'."

No source is given. (Should we be able to identify the source?) The sentiment is enough. It says something about the company that could not be better expressed in ten times as many words.

The illustration accomplishes the same purpose. These are skyrockets bursting in fiery fountains in a night sky. General Dynamics, so far as we know, does not manufacture or sell fireworks. Nevertheless, the man-made spectacle in the vastness of the eternal heavens transmits a comprehension of General Dynamics and its scientific purpose that scores of laboratory or plant photos could not match.

We congratulate General Dynamics and its agency on boldly advancing advertising as both art and communications—which *is* an art. #



Some question to ask a man early in the morning!

But pause a moment. Which is more important—your 10 a.m. appointment this morning, or where you and your wife are ten years from now? Is any marriage ever completely out of danger—even your own? After all, like every other living thing, a marriage changes.

A few years ago, the editors of Ladies' Home Journal began their famous series, based on real lives, "Can This Marriage Be Saved?" Marriages were explored which were in danger. Each told his wrongs. These true stories (with anonymity closely preserved) proved the very essence of drama, the poignant human revelation which makes great novels great. Readers were absorbed, enthralled.

But more than that, they were spiritually helped. Marriage counsellors used these actual case histories to aid troubled couples. Letters poured in, "I never read one of these stories without learning something for my own marriage," they said.

And this is why Ladies' Home Journal is a great magazine. Every feature is directed to a clear, unfaltering image of the reader—to help her cook well, buy wisely—and to help her solve her own deeper problems of the mind and heart.

"Can This Marriage Be Saved?" is now the second most successful series of articles ever to appear in a magazine. (The first is the Journal's matchless "How America Lives.") Readership of both grows with every issue.

"Can This Marriage Be Saved?" is only one reason why over 6,000,000 women love...trust...and believe in Ladies' Home Journal—why the Journal is first in circulation as it is first, always, in women's hearts.

LADIES' HOME JOURNAL
A CURTIS PUBLICATION

NOW OVER 6,000,000 CIRCULATION

ogists themselves are deeply concerned with this problem and do not hesitate to question the entire area of personality theory. . .

Study Demographic Factors

Twelve objective variables were chosen from the interview data to represent factors commonly used by traditional market researchers . . . twelve variables selected were as follows: (1) age of automobile presently owned; (2) use of automobile more or less than 10,000 miles per year; (3) buyer "shopped" more than one dealer before purchase; (4) smokers versus non-smokers; (5) homeowners versus renters; (6) three or more children living at home; (7) religious preference; (8) church attendance more or less than once a month; (9) political party preference; (10) age of owner; (11) owner has worked for present firm more or less than five years; and (12) family yearly income.

These twelve variables describe several different aspects of the respondents' lives. Model year and usage of the car may reflect the car's importance to the family. Smoking, shopping for new cars, and tenure with a firm may reflect personality measures possibly even more basic than those measured by the psychological needs test. And age, income, family size, politics, and religion are typical demographic variables not necessarily associated with any specific behavior patterns . . .

■ Nine of the variables show no significant differences between means. Age, income, religion, and politics are among these. These are among the variables most commonly used in marketing research to describe specific brand markets. In addition to these, usage over 10,000 miles per year and "shopping" showed no differences between the two groups.

The most significant difference between the groups was shown in the age of the car owned. Fords were newer. 35 of the 72 Fords were of 1957 or 1958 model compared to 21 out of 74 Chevrolets. This reflects the different popularity of the brands in different years.

■ In the universe sampled, Ford accounted for 53% of the owners, Chevrolet for 47%. The difference cannot be accounted for by the popularity of various body styles alleged to be popular in suburbia. For some years Ford has claimed sales superiority in convertibles and station wagons, yet in the sample there were 19 Fords of these models and 16 for Chevrolet; in other models the distributions were also similar.

The two next largest differences were smoking and working for the same firm for five or more years. The Ford group contains more men who smoke and more men who have stayed with the same company for five or more years. Although these variables are objective in nature, they suggest differences in personality possibly more basic than those discussed earlier.

■ The two other variables showing significant differences between Ford and Chevrolet owners are home ownership and three or more children living at home. In each of these cases Ford owners show a higher percentage than Chevrolet owners. Both of these suggest strong family life and are not exactly what one would picture a Ford owner to be from the motivation research findings previously mentioned. . .

Conclusion

The linear discriminant function of demographic variables is not a sufficiently powerful predictor to be of much practical use. It does a somewhat better job of classification than the function based upon psychological need scores. Its results, however, are not enough better to favor strongly the traditional research mode over motivation research. Both point more to the similarity of Ford and Chevrolet owners than to any means of discrimination between them. Analysis of several other objective factors also leads to the same conclusion.

Combined Analysis: Psychological And Objective Factors

The central problem of this paper dictated that the predictive abilities of the two kinds of data be treated separately. However, with the data available, one would not normally restrict the analysis to these separate and distinct comparisons. It is highly possible that some combination of demographic and psychological variables would be better than either alone. To test this, a linear discriminant function was computed using as independent variables those of each kind which showed the greatest differences between Ford and Chevrolet owners. . .

■ The combination of the most predictive variables from the two earlier analyses did not produce an effective method for distinguishing between Ford and Chevrolet owners. The linear discriminant function combining these variables is statistically significant at a higher level than the previous two, but its discriminatory ability is still low. This combined analysis does not show any significant superiority over the earlier ones, nor does it point toward some combination of the variables as explaining the choice between Ford and Chevrolet.

Other Aspects of Purchase Behavior

Although subsidiary to the main investigation, interview data were collected specifically for analysis of other areas of behavior commonly associated with consumer products. These areas are (1) the image or stereotype that a particular brand may have in people's minds and (2) differences between owners who are loyal to one brand as opposed to those who switch brands. Each of these areas was examined for differences between Ford and Chevrolet owners and for clues to their purchase motives.

Brand Stereotypes

Brand images—A brand's image consists of all the things associated with the product or perceived about it. It is a total personality extending beyond its physical qualities. And it is this image that people are thought to purchase rather than any reality. Also an image is consistent among both users and nonusers; it is commonly held views of brands that attract some customers and repel others. The image specifies what kinds of people or for what uses the particular brand is best suited.

■ A brand image is the result of three distinct forces. First, the product itself by nature of its physical makeup and design may be better for some uses or kinds of people than other competing products. Second, the manufacturer through his advertising tries to create the impression that his brand is best for certain people or uses. For example, a certain automobile has recently been advertised as being particularly appropriate for doctors, as it is a very dependable car. And, third, people associate a brand with the type or classes of people they observe using it. In some undefined and unspecified pattern, these elements contribute to the brand's personality. Advertising stresses the importance of the second of these factors. Current market research activities are often oriented toward the third.

■ *Research on automobiles*—A study by [Henry L.] Munn indicated that consumers perceive significant quality differences between brands of automobiles. He also found these images to be independent of age, education, or income of the consumer. More specifically, a study by the Bureau of Applied Social Research indicated that among the low-priced automobiles the Ford owner was perceived as being more youthful, more masculine, and of lower social class than owners of Chevrolets or Plymouths.

■ *Assessment of brand images*—To measure the brand images of Ford and Chevrolet respondents were given the following instructions and twenty-one brief descriptions of people:

We often think of cars especially suitable or unsuitable for different kinds of people, the way it seems odd for a very big man to drive around in a very small car. I'll describe some people for you and I'd like you to tell me if a Ford or Chevrolet would be a better car for each of them. Even if you think any car will do, name the one that comes closest, in your opinion, in any way.

1. He likes to solve difficult problems, always does his best.
2. He always gets advice from others before buying anything.
3. He's always telling jokes and using big words.
4. He does whatever he pleases, doesn't like to conform.
5. He is really loyal to his friends.
6. He likes to observe others and understand how they feel.
7. He wants to be the boss, to supervise others.
8. He likes to be punished when he's wrong.
9. He likes to travel, meet new people; enjoys change.
10. He thinks he is physically attractive to women.
11. An aggressive driver, always first away from the light.
12. He's an athlete—very masculine type.
13. In picking a job, he looks for security.
14. You can tell he's a college boy.
15. A person who is very self-confident.
16. He's a very cautious driver, never had a ticket.
17. The best car for a woman.
18. You can tell he's a successful man.
19. Loves his car, tinkers with it all the time.
20. A very dignified and reserved gentleman.
21. Everything he owns is the latest style.

70 Ford and 74 Chevrolet owners completed this portion of the interview.

■ *The images of Ford and Chevrolet*—For the combined sample of Ford and Chevrolet owners there is agreement on 14 of the 21 descriptions. That is, the combined group gave a majority for the same car on 14 items of the 21. The percentage of respondents agreeing that either a Ford or a Chevrolet was the more appropriate car ranged from a low of 59.03% to a high of 77.78% All are statistically significant at the 5% level or beyond.

However, looking at Ford and Chevrolet owners as separate groups rather than combined shows that in nine of the 14 images there is not true consensus independent of the brand owned; that is, while eaeh group gave a majority to the same car, the extent of the majority was statistically significant only five times. These nine are not true images by rigorous definition.

In only five of the images is there agreement statistically significant at the 5% level for each group separately as well as combined. In four of these five, the Ford owner is pictured as one who does not like to conform, is an aggressive driver, loves his automobile, or is a college boy. In the fifth, the Chevrolet owner is pictured as a very cautious driver. These five instances present the only clear-cut brand images discovered in this study.

The other nine images which showed agreement for the combined group of owners present two distinct pictures of the automobiles. Ford owners have views on Ford and Chevrolets that Chevrolet owners believe are unimportant. The reverse is also true.

■ Ford owners see their brand as best for an athlete and for someone always up to date. They picture the Chevrolet owner as always seeking advice from others. Chevrolet owners do not assign these images to either brand at a significant level.

Similarly, Chevrolet owners see the Chevrolet as best for a woman, for a dignified gentleman, or a person desiring job security. They see the Ford owner as always telling jokes, wanting to be boss, and thinking of himself as physically attractive. Ford owners see no differences between the brands with respect to these six images.

Brand images projected into own car by both groups—The other seven brand images presented were attributed by each group to their own brand. They represent positive values to both groups. Both Ford and Chevrolet owners believe their brand is best for the person who:

1. Likes to solve difficult problems.
2. Is loyal to his friends.
3. Likes to observe and understand other people.
4. Likes to be punished when wrong.
5. Likes to travel and enjoys change.
6. Is very self-confident.
7. Is a successful man.

With the exception of the wish to be punished, these are socially desirable traits. The percentages assigning this latter image to their own brand are not significantly different from chance at the 5% level.

■ *Brand images and personality needs*—This weakness of brand images for Ford and Chevrolet suggests that *what is commonly thought of as a brand image is somehow a function of the individual's particular personality.* The first eleven brand-image descriptions used in this study were taken directly from the explanation of the personality needs measured by the Personal Preference Schedule. The brand-image descriptions were made parallel to the personality needs, so that the relationship between image and personality could be analyzed. The need-image pairings are as follows:

1. Achievement—He likes to solve difficult problems, always does his best.
2. Deference—He always gets advice from others before buying anything.
3. Exhibition—He's always telling jokes and using big words.
4. Autonomy—He does whatever he pleases, doesn't like to conform.
5. Affiliation—He is really loyal to his friends.
6. Intraception—He likes to observe others and understand how they feel.
7. Dominance—He wants to be the boss, to supervise others.
8. Abasement—He likes to be punished when he's wrong.
9. Change—He likes to travel, meet new people; enjoys change.
10. Sex—He thinks he is physically attractive to women.
11. Aggression—An aggressive driver, always first away from the light.

PERCENTAGES OF INDIVIDUALS PROJECTING PERSONALITY NEEDS INTO CAR THEY OWN

	Ford Owners (Per Cent)	Chevrolet Owners (Per Cent)	Both Combined (Per Cent)
Single greatest need projected into own car	62.1	68.2	65.1
Five greatest needs projected into own car	64.2	58.0	61.2

■ Analysis of these pairs shows that whatever need an individual indicated was most important to himself the corresponding image description was assigned to the car he owned far oftener than one would expect from chance alone —65.1% of the time for the total sample.

What They Were Saying 25 Years Ago . . .

Copy from a joint ad by Chrysler Corp. and De Soto Motor (AA, Aug. 11, 1934):

"You're going along in an airflow car. The speedometer says 20 . . . 30 . . . 40. And then, suddenly, a miracle happens. The hum of the motor fades. An invisible power seems to pull you along. It's the most uncanny sensation you've experienced in a car. It's the new Automatic Overdrive."

Headlines in Advertising Age (AA, Aug. 18, 1934):

"Duane Jones Appointed VP of Blackett-Sample-Hummert"

"Mickey Cochrane on Ford Program"

"26 Billion Is U. S. Retail Sales Total in 1933"

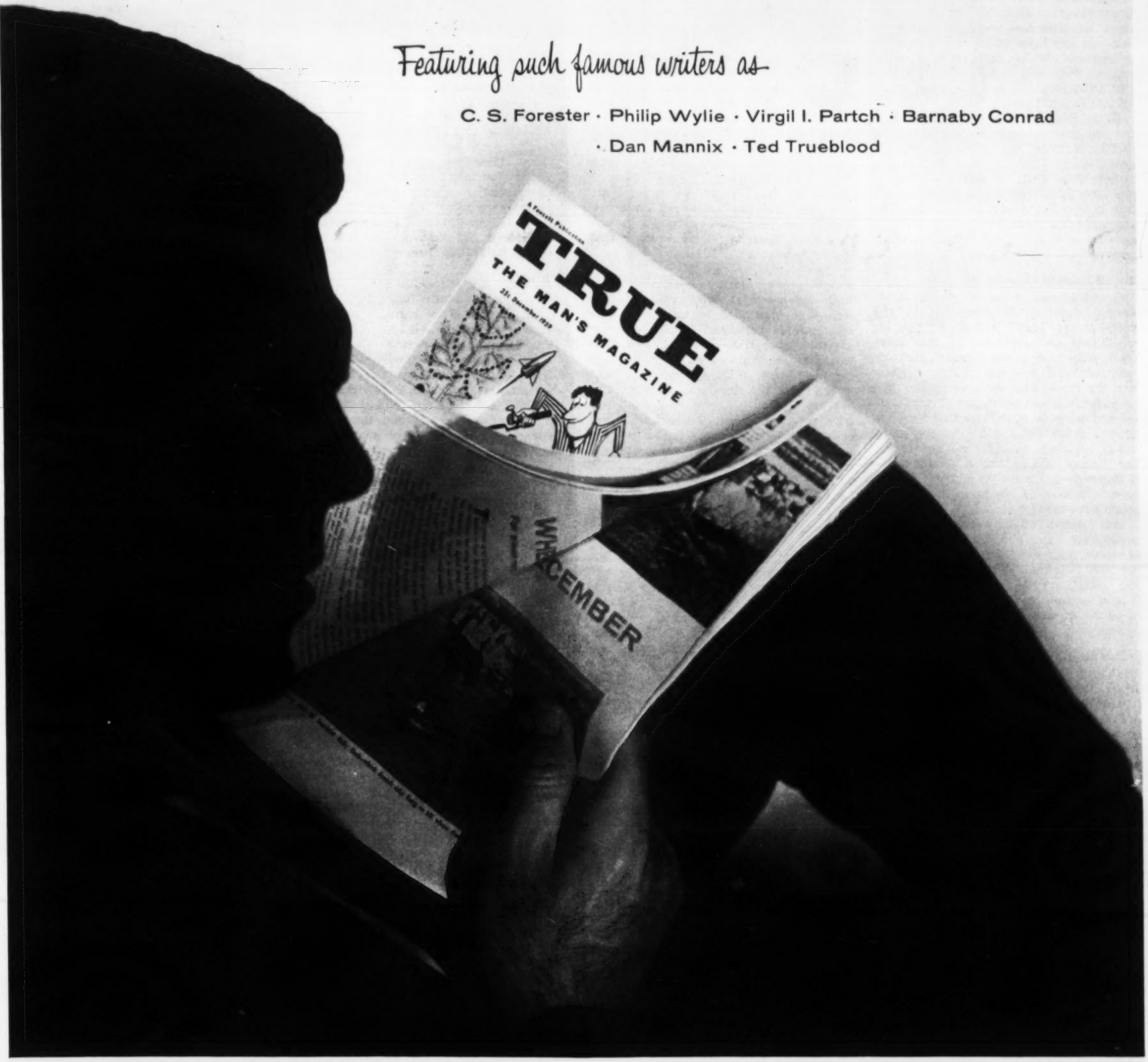
"Unbroken Sales Gains Shown By Philip Morris. Unusual Success Is Scored by New Cigaret"

A GOLDEN YEAR FOR TRUE...

• For TRUE advertisers • For un-ux-o'ri-ous* readers

Featuring such famous writers as

C. S. Forester · Philip Wylie · Virgil I. Partch · Barnaby Conrad
· Dan Mannix · Ted Trueblood



More than any other magazine **man styled, man edited, man motivated...**

For the TRUE advertiser

TRUE delivers every month a hand-picked responsive audience for products that are made for men—bought by men. And, products where the man's choice makes the difference! If you have something to sell to men—sell them in TRUE.

For the un-ux-o'ri-ous* reader

TRUE has the top flight writers, the big interest features. Cover to cover, every issue delivers the kind of absorbing entertainment that makes men buy and pay for TRUE at single copy prices *because they want to read it!*

For TRUE... and you!

TRUE's 24-karat December issue tops a record year for editorial and advertising pages . . . a forecast of what TRUE can do for you in 1960. A new high in the growing vitality of the world's largest selling magazine for men.

*Not excessively or dotingly submissive to a wife.

TRUE the MAN'S Magazine

A Fawcett Publication—67 West 44th Street, New York 36, N.Y.

Thus, in almost two-thirds of the cases, the individual projects his greatest need into the brand he happens to have. In this sense, then, automobiles are extensions of the owner's personality. That is, owners use their automobiles to satisfy certain personality needs that are important to them. They believe the car fits their personality and ascribe it to people of similar needs. However, the lack of brand discrimination by the personality need variables also precludes discrimination on the basis of these brand-image projections. While individuals tend to project their own needs into their cars, the distribution of needs is similar for owners of each make.

Considering all the needs ranked in the top half of each individual's scale, 61.2% of these are attributed to the brand owned. Slightly more Chevrolet owners than Ford owners project their top need into their car, but for the top five needs the pattern is reversed. The accompanying table shows the percentages for each brand as well as the total sample.

Brand Images Blurred

Conclusion—In view of all the marketing literature of recent years, the brand images found were much less focused than one would expect. For Chevrolet, only one strong image appeared, and for Ford, only four. This suggests that the exploitation of these images will be difficult. These are the two most popular and best-advertised automobiles. This finding could be due to the choice of image questions used in this study, but the factors selected were chosen after a thorough study of the current literature. Open-ended question techniques might have found more.

The relationship between the owner's personality needs and the brand images, however, suggests that *brand images are not the independent phenomenon they are usually thought to be. The needs that a person values greatest he tends to assign to whatever brand he happens to have.*

Brand Loyalty

Stability of brand preference—Customers who purchase the same brand repeatedly are often thought to be different from those who switch brands. For purposes of this study, owners whose previous car was the same as their present one were classified as brand-loyal. Thirty Ford owners and 43 Chevrolet owners fitted this category. The percentages of loyal owners are 41.81 for Ford and 58.11 for Chevrolet. This reflects, again, increasing popularity for Ford, at least in part. Non-loyal segments include only one Ford and one Chevrolet owner whose present car was their first.

■ The differences between loyal and non-loyal owners are apparent in both their shopping habits and their future automobile plans. Less than two-fifths of the loyal owners shopped other brands before buying, compared to three-fifths of the non-loyal owners. Also over two-thirds of the loyal owners plan to remain loyal compared to a little over two-fifths of the non-loyal owners. By brand, the percentages vary somewhat, but the trend is constant.

Not only were there more loyal Chevrolet owners in the sample, but also the evidence points to stronger loyalty. Fewer loyal Chevrolet owners shop other makes than do Ford owners, and more loyal Chevrolet owners plan to stick to Chevrolet in the future.

However, in this study the reason for classifying owners as loyal or non-loyal is not to try to explain this particular kind of behavior. Rather, it is to see whether, within a brand, the loyal and non-loyal owners represent two distinct types of people. If this is the case, lumping all Ford owners into one group and all Chevrolet owners into the other could have caused confounding of the previous results, i.e., discrimination might have been possible, had loyal and non-loyal owners of each brand been treated separately. For each brand the loyal and non-loyal owners were compared with respect to the personality needs and the demographic variables which showed the greatest separation of the brands.

■ *Personality needs*—The four personality needs which showed greatest differences between the Ford and Chevrolet owners are affiliation, autonomy, dominance, and exhibition. Comparison of the rank-order scores for these needs out of the eleven measured by loyal and non-loyal owners shows very little difference. For Ford, the two groups—loyal and non-loyal—rank the four needs almost identically. Loyal Chevrolet owners ranked dominance, exhibition, and autonomy slightly lower than non-loyal owners and placed affiliation higher on this scale.

If the loyal and non-loyal owners of each brand have widely differing personality need structures there is no indication of it here.

■ *Demographic variables*—Similarly, the loyal and non-loyal owners of each brand were compared with respect to the four demographic variables that showed the greatest separation of the brands. The variables are home ownership, three or more children at home, smoking, and working for the same company for five or more years.

On six of the eight comparisons, loyal and non-loyal owners are most similar. As before, loyal and non-loyal Ford owners are more alike than the comparable Chevrolet owners. Non-loyal Chevrolet owners own homes more frequently than do their loyal counterparts, and more of them have worked for the same company for five or more years. However, even the largest difference shown is not significant at a 5% level.

The loyal and non-loyal owners of each brand appear to be essentially the same with respect to the variables used in this study. Pooling loyal and non-loyal owners into the same group does not wash out differences that might otherwise be important.

Summary and Conclusions

Although respondents in this survey spanned wide ranges for most of the psychological and objective variables measured, none of these variables was systematically related to the brand of car owned for the two brands which constitute almost half the automobile market. The variables used here do not allow for further segmentation of this market.

Two major limitations are recognized. The success of Ford and Chevrolet over the years attests to their appeal to many kinds of people. A comparison of owners of similarly priced but less popular automobiles, like the Rambler, with owners of either Ford or Chevrolet might show greater discrimination with the variables used. The writer's experiences with this study, however, cause him to be skeptical.

Second, the Park Forest universe from which the sample was drawn is in no way to be construed as representative of the entire automobile market. On the other hand, restricting this study to a relatively homogeneous group in certain respects, such as age and income, makes it possible to examine other variables, especially psychological ones, with greater precision. The problem of distinguishing between owners (and prospective owners) of highly competitive brands in a homogeneous market area closely parallels problems facing the manufacturer and his advertising agency, unless it can be shown that Park Forest is wholly atypical, *in respects here studied*, of the rest of the country.

■ If an individual's personality and/or his demographic characteristics can be used to predict the choice between a Ford and Chevrolet, different measures and techniques must be found. The variables included in this study do not explain brand choice, and their discriminatory ability is much less than previous research has indicated. *It seems to make little difference to a large percentage of car owners with widely varying psychological and other characteristics whether they own a Ford or a Chevrolet. These makes appear substitutable in many areas besides price.*

This study does not point to the clear-cut superiority of either research mode. Over-all, the objective factors did a somewhat better job of discrimination but still an unsatisfactory one. The design of the study placed some broad limitations upon the objective factors that would not be expected to apply to the psychological needs. Many motivation researchers have claimed that it is the lack of discrimination by objective variables that produces the need for their wares. This study does not bear them out.

■ From the standpoint of marketing strategy, this study highlights the difficulties involved in segregating the customer of one brand from those of a similar and competing one. Popular brands appeal to different kinds of people for many different reasons. What motivates these customers is not readily apparent.

By definition, a brand image cannot attract opposite kinds of people, i.e., an image must be consistent. Even with some product variation, it may be impossible for a manufacturer to create several distinct images. Within a brand family there are carry-overs from their common heritage. Also to try to create several images rather than a single one may cause a "scattering" of promotional effort and leave one open to the inroads of competitors.

This study suggests that many of the commonly held assumptions in marketing about brand images are either wrong or misleading. The evidence points neither to strong images attracting definite kinds of people nor to the use of automobiles for satisfying deep inner needs in symbolic terms.

In promoting a brand it would appear safest to be somewhat ambiguous for both personality and objective variables. People of all kinds are customers, and creation of too strong an image in certain personality terms may narrow one's market unnecessarily. If the image is ambiguous, there is a tendency for customers to read into it what they want. The things they value highly they attribute to their brand.

The implications of purchase motivations in this research may be viewed in two ways, not necessarily mutually exclusive. One is that people choose automobiles on the basis of obvious "rational" factors: lowest price, comparison of mechanical features, operating performance, etc.. Second, brand choice may depend upon small things, peculiar to the individual, not usually measured in marketing research. These latter motivations can be characterized by idiosyncratic. #

From an Art Director's Viewpoint . . .

The Continuity of Variety

By Andy Armstrong

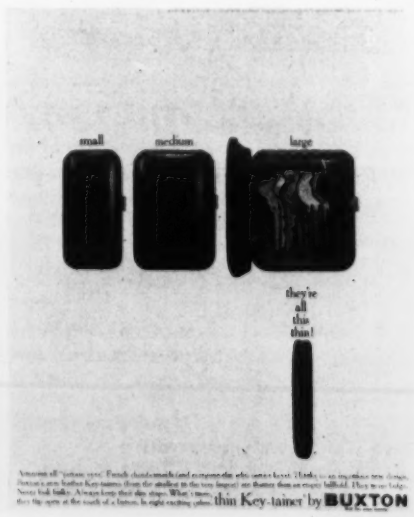
Buxton is a rare advertiser. Every ad he signs carries a sharp new idea, attractively worded and attractively portrayed. Graphic and copy work together handsomely, inseparably, to bring you a sparkling new thought. Each picture supports its accompanying words. Each word supports the picture. Everything you read agrees wholeheartedly and happily with everything you see.

Andy Armstrong

You need no guide book or translator, when you go sightseeing with Buxton.

Unity of word and picture, fortunately, seems more important to this advertiser

An elegant place to store things: Slanted French Purse by LADY BUXTON



than any so-called "continuity of format." He could have insisted on a white background for every page in his series, or a bleed background, or a boring collection of variations on the theme of product profiles, formally disposed. He could have fallen for the temptation to run an animal campaign, after the evident success of that squirrel plot—dragging in a stork's leg or a flounder to spell out the slimness of his key-cases. But if Buxton keeps up the pace he has set for himself, we are in no danger of being subjected to the monotony of leather rectangles or the phony contrivance of another advertising zoo.

■ Does Buxton lose anything by abandoning this continuity of picture content most advertisers go for?

No. Buxton gives up a pedestrian continuity in favor of a bigger and better one. He revives the reader's interest with each

"Harry? Just reading an ad here that says the New York News has 2,200,000 exclusive adult readers—don't read any other New York newspaper. And 65% of 'em are in better income families. Check on it, will you, and let me know?"

new ad. He brings the reader back to the same high level of attention at each new encounter. That kind of continuity is the most profitable continuity an advertiser can hope for.

Buxton does not really lose shape or identity by free-wheeling in his graphics. Don't discount the positioning of the text and the staging of the name, whether *Lady Buxton* or just plain *Buxton*. Without trickiness of type or eccentricity of signature, Buxton's disciplined family feeling marches across the bottom of every page, freeing the big space above for special and arresting pictorial treatment of each separate product story.

■ Variety, here, is a spice indeed. A whole shelf of spices. It saves a continuity of big selling ideas from always tasting the same.

The Peeled Eye Department . . .

Will Santa Bring the Kiddies H-Bombs?

By Dick Neff

Holmberg Swabs Steak on Advertising's Black Eye

We are bemused, bothered and bewildered this fortnight by the electric-chair type hotfoot given the advertising business.

It took Fred Holmberg of New Britain, Conn., to restore our perspective.

Dick Neff

Apparently undismayed by the body blows our business has received lately, Fred lifts our gaze to a loftier plane.

Says Fred, in effect: The whole world stinks. But hold! we tip his hand.

■ Let Fred speak:

"On Page 13 of *Parents' Magazine* (November), Compton's Encyclopedia (playing it safe) says, 'You'd give your youngsters the world if you could this Christmas . . .'

"To which Cram Globes (on Page 136 of the same issue) boldly replies, 'This Christmas give them the world!'

"Both advertisers obviously overlooking

this Christmas, give them the world!
A SHATTER-PRUF ILLUMINATED ONE! Cram is first with a virtually UNBREAKABLE globe that will support over a ton of weight without splitting. Not an inflatable balloon, but a genuine "classroom quality" globe you'll be proud to display in the living room. Now you can give your rough 'n' tumble youngsters the globe they need, that invaluable reference work "always open at the right page." FREE! WRITE FOR 64-PAGE BOOK, "OUR WORLD AND OUTERSPACE", AND NAME OF NEAREST DEALER.
CRAM GLOBES

the fact that, with the shape the world is in, no sane youngster would want it —especially on Christmas."

■ Well, we're not so sure. If some hep manufacturer just provides some vest-pocket H-bombs with which the tiny tots can blow up the world, the old world will probably suit them just fine.

If not, Santa will have to be content with providing them with simple old-fashioned pleasures such as Crashmobiles.

Things Could Be Worse—and Were

It might further restore our perspective if we refreshed our memory with some of the things that *used* to go on in advertising.

Whisky was sold to cure cancer, tuberculosis, and falling hair. Vick's, of all people, sold its product under the name of Vick's Pneumonia Cure. Suckers were invited to "send 25¢ for this automobile!" and, sure enough, were sent a picture of it. Men advertised "Send $1 and find out how I make big money"—then merely sent the customer a slip of paper with this statement: "This is how I make big money." "Steel engravings of George Washington" that you sent for, as *Good Housekeeping* points out, turned out to be 2¢ stamps. All this in what was presumably the age of integrity, before morals went to pot.

'Blue Angel' Gets Singed

Also from Fred Holmberg comes this pungent remark:

"There has been so much criticism of *Life* for running that 27½-inch ad featuring May Britt that I wonder if the copy shouldn't have read, 'Could a man have a better reason for throwing his *Life* away'?"

Jim Webb Gets Halo

We were delighted to see AA's picture of our old associate Jim Webb of C. J. LaRoche & Co. taken at the tv quiz hearings.

Queried about those Revlon goings on, Jim was wearing the sweetest little halo you ever saw.

$25 for Best Ad-ecdote

$25 will be paid to the writer of the best advertising anecdote mailed to the Peeled Eye by Dec. 31. All entries will remain the property of the Peeled Eye. If two or more people send in the same story, best phrasing will win.

Among our first contributions to this lavish offer is the following from Lou Marks, national advertising department, *Boston Globe*:

"A few years ago, General Sea Foods ran a single-column ad on fish fillets in all the Boston papers. At the top there was a cut of fish minus the fillets, i.e. head, skeleton and tail of the fish. Underneath the cut was the caption: 'Did I tell you about my operation?' Shortly after this advertisement appeared in our paper, it ran in *The Christian Science Monitor* in which everything was the same but the caption. Theirs was, 'I'm all cut up'."

Says Lou:

"Please send my $25 by pony express just as soon as Jan. 1, 1960, rolls around, whether it's a holiday or not."

Patience, Lou. Somewhere out in that vast audience there may be lurking an ad-ecdote to top even this.

* * *

The Crashmobile ad was spotted by David Truby, advertising manager of The Centre County Film Lab, State College,

CRASHMOBILE
CRASHMOBILE FLIES APART
Roll it on floor . . . head it into anything . . . CRASH! a wreck! Entire car flies apart. Goes together in seconds and WHAM! another crash! High impact plastic, powered by steel spring motor with flawless ratchet. Releases child's urge to break things—yet, does no damage. Over 7½" long.
AR 3758 now only 98c

Pa. Says Mr. Truby:

"Its educational content is wonderful. What better way to train young, future drivers about the cold realities of modern highway travel. I can see the little ones now, waiting for that 16th birthday, so they can see if dad's car is a breakable Crashmobile, too . . . 'Releases a child's urge to break things—yet, does no harm.' (??) It's definitely a fabulous advance in marketing." #

Salesense in Advertising . . .

Is he a moon-child
already yearning to reach that world of space
just beyond your sphere of learning?
or triumphant in his rise above you...
tree-top tall:..
is he yet an earthling...easy to recall?
we cannot predict
what his future tastes will be...but,
as his horizons grow,
we shall know...
and, grow shall we,
...with research as our guide
and fine art as our treasure
working side by side,
his wish shall be our pleasure.
Franciscan
FRANCISCAN, THE BEAUTIFUL BEST IN DINNERWARE

Guess What

By James D. Woolf
Creative Consultant

Shown here is a color advertisement that ran in the November issue of *Holiday*.

What is the product advertised? Or the *kind* of product?

There is no headline—so don't look there.

James D. Woolf

And don't look for the answer in the illustration of Huckleberry Finn perched up in a tree. This picture has nothing whatever to do with the advertised product.

The copy? Maybe you'll find the answer there. Well, you won't. Here it is verbatim:

"Is he a moon-child already yearning to reach the world of space just beyond your sphere of learning? or triumphant in his rise above you . . . tree-top tall . . . is he yet an earthling . . . easy to recall? we cannot predict what his future tastes will be . . . but, as his horizons grow, we shall know . . . and, grow shall we . . . with research as our guide and fine art as our treasure working side by side, his wish shall be our pleasure. (*L'envoi: tomorrow's dreams are not strange to us but part of a long time quest, we've been reaching for the moon for years, to bring you the beautiful best!*")

■ Sure, there's a logo at the bottom: Franciscan. But that's a meaningless word to countless thousands of people.

I feel constrained to repeat what I wrote in this column on Sept. 28:

1. No advertisement should require more than a split second for the reader to identify the kind of product being advertised.

2. The brand name should be visible at a glance.

3. The illustration should work hard at selling the product.

Advertising at its best is *selective*. People read advertising of the kinds of products they are currently in the market for, or are likely to be in the market for at some not too distant time. If I am thinking of buying or renting a house, I'll read real estate ads; otherwise I won't. Nothing is gained by tricking me with a camouflaged ad.

■ A certain percentage of November *Holiday* readers are currently interested in acquiring some fine dinnerware. They may or may not read the Franciscan ad shown here. The Franciscan ad is totally blind, totally non-selective. This procedure is a fairly common one, and I think it is a mistake.

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

"JUST A HOUSEWIFE"

Ah, lucky woman.

A man has to work for a living. All a housewife has to do is cook, clean, shop, chauffeur, wash, iron, mend, budget, soothe, discipline, command . . .

She has become the world's most knowledgeable shopper. She is the custodian and dispenser of enormous wealth. She is an expert in the care and maintenance of more homes and home furnishings than the world has ever seen before. These are just a few of her faces.

So, how does advertising talk to her?
In language of double-entry bookkeeping? Sometimes.
In language of the heart? Sometimes.

We at McCann-Erickson, Inc. have a special way of talking to her which we call the Personal Approach. This means that we ignore her description of herself as "Just a housewife" and we communicate with her *as a whole person* who has a particular and *highly personalized* interest in the product and message we have to convey.

It takes more than fragmented experts to communicate this way. It takes everlasting care and effort to see to it that the essence of our communication is *inside the person of the receiver* and not simply in the pious hope of the sender.

Personal Approach? Watch how quickly a housewife becomes a mother when a small boy falls out of a tree —that's the Personal Approach, fast!

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

October Sales of Chain Stores

	October 1959	October 1958	% Gain or Loss	10 Months 1959	10 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
[b]American Stores	$ 67,550,794	$ 68,127,076	— 0.8	$ 506,573,380	$ 517,088,802	— 2.0
[d]Beck Shoe	5,815,557	5,463,781	+ 6.4	47,178,632	45,675,822	+ 3.3
[c]Bond Stores	9,790,701	9,243,826	+ 5.9	20,132,551	19,874,622	+ 1.3
Butler Bros.	19,202,884	15,986,930	+20.1	159,186,760	137,005,559	+16.2
[c]†Diana Stores	4,458,772	3,507,380	+28.1	12,844,705	9,601,559	+33.8
Edison Bros.	11,370,384	9,766,405	+16.4	98,624,332	86,265,238	+14.3
Fishman, M. H.	1,596,782	1,360,908	+17.3	11,761,603	11,561,727	+ 1.7
Gamble-Skogmo Stores	13,680,927	12,096,036	+13.1	120,150,360	98,131,392	+22.4
Grant, W. T.	42,731,526	39,343,188	+ 8.6	345,632,192	306,380,649	+12.8
[c]Green, H. L.	11,752,209	11,465,113	+ 2.5	92,251,821	91,010,029	+ 1.4
Howard Stores	2,522,026	2,572,205	— 2.0	19,452,630	19,221,011	+ 1.2
[c]Interstate Dept. Stores	8,034,449	5,520,361	+45.5	59,808,462	44,559,592	+34.2
Kinney, G. R.	7,780,000	5,775,000	+34.7	64,768,000	52,033,000	+24.5
[c]Kresge, S. S.	34,615,999	32,307,017	+ 7.2	297,774,424	280,810,947	+ 6.0
Lane Bryant Inc	6,578,777	6,266,775	+ 5.0	61,806,678	58,200,413	+ 6.2
[c]Lerner Stores	16,195,280	15,367,594	+ 5.4	130,524,981	121,892,760	+ 7.1
Mangel Stores	4,270,837	3,329,591	+28.3	35,213,913	27,491,817	+28.1
McCrory-McLellan Stores	13,904,458	13,768,141	+ 0.9	130,105,888	125,192,187	+ 3.9
Melville Shoe	10,967,203	9,666,879	+13.5	110,289,446	98,925,969	+11.5
[c]Mercantile Stores Inc.	14,847,000	13,779,000	+ 7.8	111,141,000	104,209,000	+ 6.7
Murphy, G. C.	20,521,251	18,036,234	+13.7	175,073,039	152,075,027	+15.1
Neisner Bros.	5,930,680	5,576,470	+ 6.4	51,112,672	49,238,946	+ 3.8
Newberry, J. J.	19,653,537	18,242,610	+ 7.7	175,027,434	160,740,294	+ 8.9
Penney, J. C.	133,695,846	121,683,754	+ 9.9	1,063,797,437	980,989,213	+ 8.4
Rose's Stores	3,396,243	2,785,802	+21.9	27,587,029	22,117,615	+24.7
[d]††Shoe Corp. of America	8,683,585	7,655,245	+13.4	73,583,834	66,768,854	+10.2
Western Auto	22,568,000	20,278,000	+11.3	224,392,000	184,305,000	+21.8
White Stores	4,153,326	3,510,293	+18.3	42,303,464	36,273,637	+16.6
Woolworth, F. W.	77,848,501	71,470,747	+ 8.9	676,048,926	641,272,723	+ 5.4
Group Total	$ 604,117,514	$ 553,952,361	+ 9.1	$ 4,944,147,593	$ 4,548,913,404	+ 8.7
FOOD CHAINS						
Colonial Stores	33,539,795	31,757,063	+ 5.6	363,200,366	352,646,738	+ 3.0
[c]Grand Union	45,137,614	38,970,978	+15.8	398,029,935	310,684,203	+28.1
Jewel Tea	36,018,379	33,269,144	+ 8.3	351,125,402	328,788,298	+ 6.8
[d]Kroger Co.	145,523,421	137,986,258	+ 5.0	1,580,802,237	1,482,407,185	+ 7.0
[d]National Tea	65,641,347	61,915,440	+ 6.0	697,181,406	650,125,729	+ 7.2
[d]Safeway	179,263,878	175,094,846	+ 2.4	1,974,558,990	1,867,468,275	+ 5.7
Group Total	$ 505,124,434	$ 478,993,729	+ 5.5	$ 5,364,898,336	$ 4,992,120,428	+ 7.5
MAIL ORDER						
[c]Sears, Roebuck	395,366,465	363,666,641	+ 8.7	3,070,331,920	2,797,979,028	+ 9.7
Spiegel	17,169,824	13,038,896	+31.7	137,795,669	97,062,427	+42.0
[c]Montgomery Ward	105,181,223	99,065,536	+ 6.2	861,199,171	762,287,434	+13.0
Group Total	$ 517,717,512	$ 475,771,073	+ 8.8	$ 4,069,326,760	$ 3,657,328,889	+11.3
DRUG CHAINS						
Peoples	7,280,290	6,558,500	+11.0	68,196,343	59,269,658	+15.1
Walgreen	24,420,842	22,346,528	+ 9.3	231,619,002	210,557,953	+10.0
Group Total	$ 31,701,132	$ 28,905,028	+ 9.7	$ 299,815,345	$ 269,827,611	+11.1
Combined Total	$1,658,660,592	$1,537,622,191	+ 7.9	$14,678,188,034	$13,468,190,332	+ 9.0

[c]3 Months. [d]8 Months. [f]9 Months. [g]11 Months. †1959 sales figures include sales of R. H. Miller acquired August 1, 1959. ††These figures do not include any sales of A. S. Beck Shoe Corp.

THINGS TO COME?—*Advertising students at the University of Michigan, on a two-month program in conjunction with Campbell-Ewald, came up with unusual functional package designs for mythical breakfast cereals, for which they developed advertising plans. Studying the packages are two Campbell-Ewald vps, W. B. (Pete) Booth (left), copy director, and James N. Hastings, art director.*

Michigan Students Skip Cereal Premiums, Try Useful Packs in Campbell-Ewald Plan

ANN ARBOR, MICH., Nov. 24—Functional package design is more important than premiums or coupons in merchandising cereal, in the estimation of University of Michigan students who participated in an on-the-job training program at Campbell-Ewald Co., Detroit.

Four mythical breakfast foods were taken as base for the project this year, the third in which Campbell-Ewald has cooperated with the university on the two-month program.

Each cereal was assigned to two students (one in art, one in copy) for a complete presentation, including package design, print ads, outdoor signs and point of sale aids. The students ruled out gimmicks and coupons in favor of unusual package design which provided for use after the cereal was consumed.

"Kidbits" appeared in an eight-sided package, something a youngster could play with when empty. "Proteens" had a break-away box with individual servings in plastic bowls. When empty, the bowls could be used as gelatine molds or for storage of leftovers.

■ "Combo," which drew its name from its constitution—a mixture of corn, oats and wheat—was packaged in individual square boxes, which later became building blocks with puzzle pictures. "Sweeties" came in a tall hexagon-shaped box, each side giving instructions on various games.

The creative student teams this year included: "Proteens"—Roland F. Bernard and Richard T. Parent; "Kidbits"—Bertha Brown and Joseph Zaplitney; "Sweeties"—Harriet J. Gell and Harold G. Bay; "Combos"—Philip K. Lockhard and Douglas Mobley. #

Irish Air Lines Moves to Geyer from Caples Co.

Irish Air Lines, New York, has appointed Geyer, Morey, Madden & Ballard, New York, to handle its advertising, effective Jan. 1. The airline expects to have an all-jet fleet by next fall, when it puts into service three Boeing 707s.

Advertising, concentrated in newspapers, will be increased to about $500,000 in 1960. Caples Co. is the previous agency.

Vitro Chemical to Molesworth

Vitro Chemical Co., a subsidiary of Vitro Corp. of America, New York, has named Molesworth Associates, New York, to handle its advertising. Vitro Chemical recently was formed as a consolidation of Vitro Uranium Co., Salt Lake City; Heavy Minerals Co., Chattanooga, and Vitro Rare Metals Co., Canonsburg, Pa. Advertising for the parent company is also handled by Molesworth.

Hattwick Heads ARF Unit

Melvin S. Hattwick, director of advertising of Continental Oil Co., has been named chairman of the motivation research committee of the Advertising Research Foundation. Mr. Hattwick, who holds a doctorate in psychology, succeeds Herta Herzog, who has been transferred to McCann-Erickson's Frankfurt office in Germany.

Colgate Names Moore, Ward

Richard Moore, formerly administrative assistant to the tv programming supervisor of Ted Bates & Co., has been named assistant to the director of radio and tv of Colgate-Palmolive Co., New York. Mr. Moore succeeds Wendell Niles Jr., who now is a talent coordinator at NBC-TV. Colgate also has named Marshall Ward, with the company since 1955, product manager in the toilet articles division, succeeding Paul Byrne, who was named new products manager. C. Guy Grace, vp and general manager of Colgate's toilet articles division, has been elected to the company's board.

Cragg Named Sales Director

Austin G. Cragg, advertising manager of the *Tool Engineer*, publication of the American Society of Tool Engineers, Detroit, has been appointed director of sales of the organization. Mr. Cragg joined the sales staff of *Tool Engineer* in 1947.

Look at ALL THREE!

The U.S.A., Hawaii and Canada are strategically covered with Sheraton Hotels — a whopping 54 in fact

Believe it or not, you can get a reservation for any of these 54 hotels, even the four in Hawaii, in just 4 seconds via Sheraton's electronic *RESERVATRON*. Try it. Just call the Sheraton Hotel nearest you. This service is gratis. WRITE FOR FAT FREE BOOKLET: 96 pages to fill you in on the wonders of Sheraton Hotels in 39 cities (and to show us how this ad pulls). Address: Sheraton Corp., Ad Age Ad #7, 470 Atlantic Ave., Boston, Mass.

CHAIN STORE AGE Drug Magazines

#1 The magazines in your drug store market

Comparative figures on advertising in drug trade publications. (Jan.-Dec., 1958.)

CHAIN STORE AGE GAINED 46 PAGES

Magazine A LOST 74 pages
Magazine B LOST 93 pages
Magazine C LOST 142 pages

(Above facts taken from *Media Comparison Records.*)

CHAIN STORE AGE Drug Magazines

2 PARK AVENUE, NEW YORK 16, NEW YORK
Boston • Chicago • Los Angeles

YOUR #1 MAGAZINES IN YOUR VARIETY STORE MARKET

CHAIN STORE AGE variety store magazines
Executive & Managers Editions

2 Park Avenue, New York, N.Y.

Ad Push Not Cause of Sheep Men's Low Receipts, Quast Says

YAKIMA, WASH., Nov. 24—The American Sheep Producers Council's promotion program has succeeded in stimulating retail demand for lamb and wool, and prices at retail and wholesale are holding up well. The fact that the sheep producers aren't deriving higher prices from this success reflects a failure somewhere else in the marketing process, not in the promotion.

This analysis was given here by Kenneth E. Quast, national merchandising director of the American Lamb Council, a branch of the American Sheep Producers Council. He spoke at the 66th annual convention of the Washington Wool Growers Assn.

■ The wool picture itself is much improved, Mr. Quast said. "Mill consumption is up 32% and the price to the producer is better than it has been for several years," he noted.

He said that the council's ad program won a vote of confidence from sheep producers in September when they voted heavily in the affirmative in a referendum on continuing Section 708 of the National Wool Act under which the program operates (AA, Aug. 24).

Potts-Woodbury, Kansas City, is the council's agency. #

Venard, Rintoul Adds Two Stations; Names Del Greco

WCOV-TV, Montgomery, Ala., formerly handled by Young Television Corp., and KGBT-TV, Harlingen, Tex., formerly handled by H-R Television, have named Venard, Rintoul & McConnell, New York, their national representative.

Venard, Rintoul also has named John J. Del Greco, previously a time buyer at Lennen & Newell, an account executive.

IMA Opens Branch in Rome

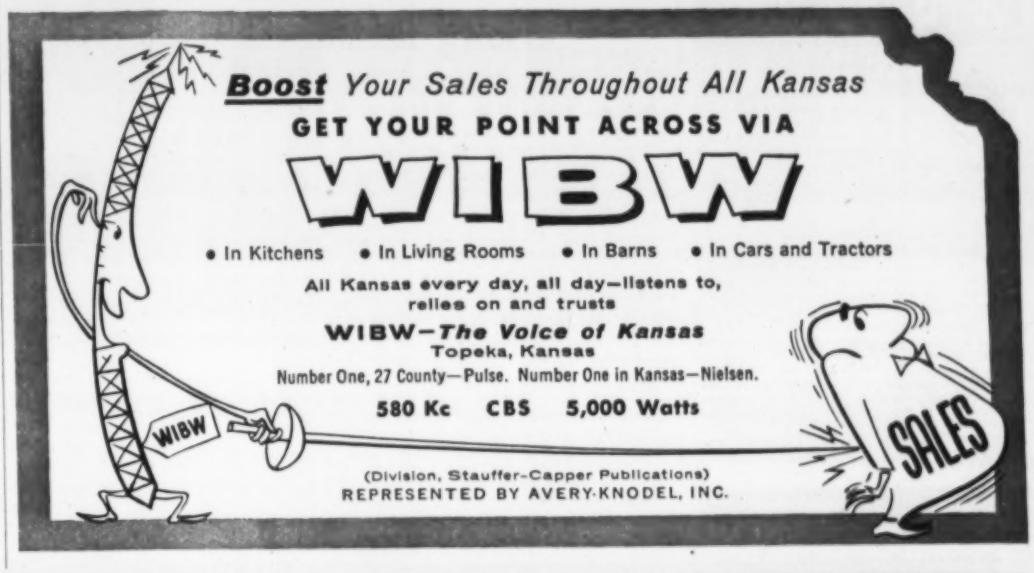
IMA Milano, leading Italian advertising agency, has opened a branch office in Rome. The office will be managed by Ronald Hosie, a Scotsman. The agency said the move was prompted, in part, by the growing number of inquiries from American companies interested in getting established in Italy.

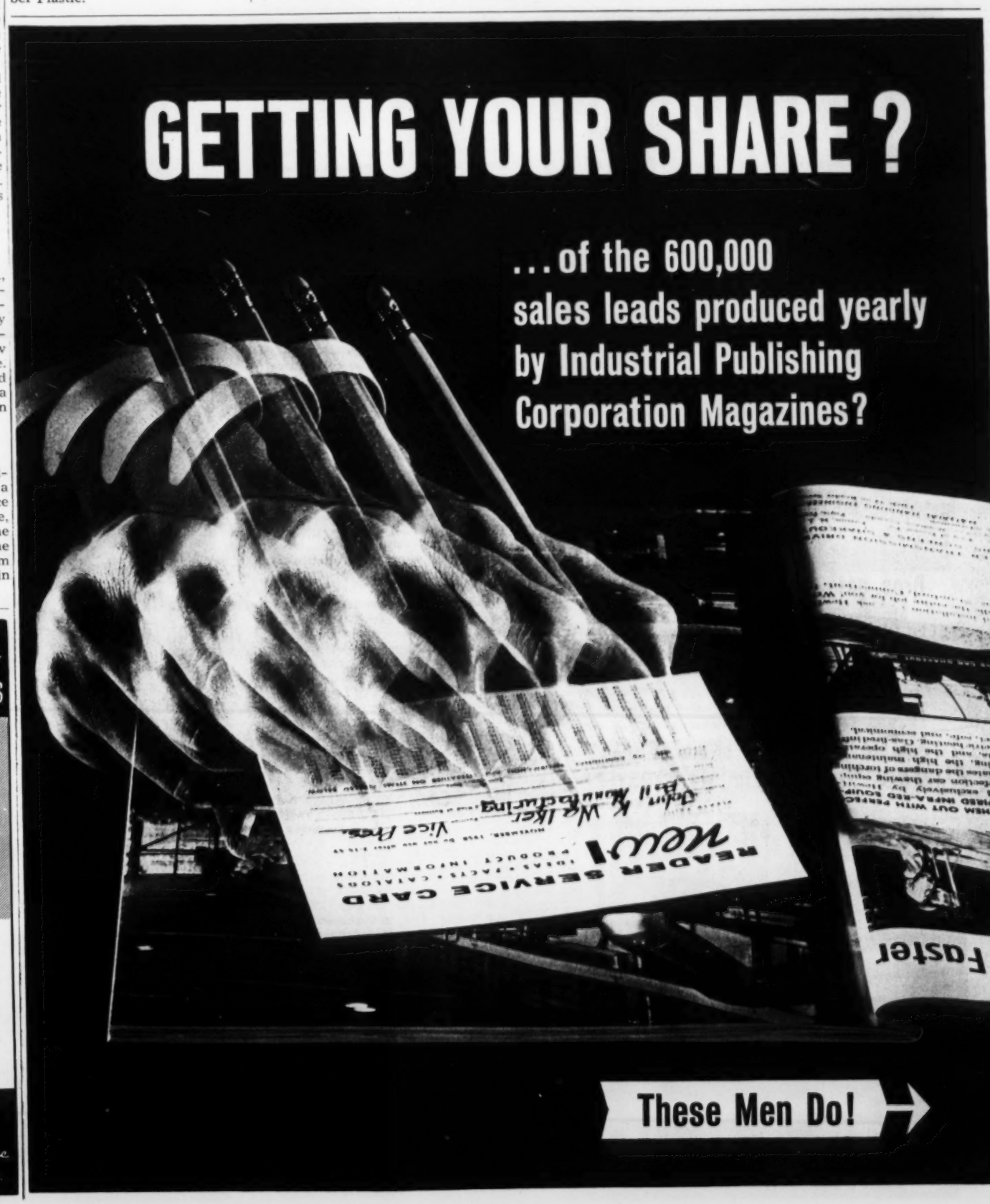
Freedomland U.S.A. Names 2

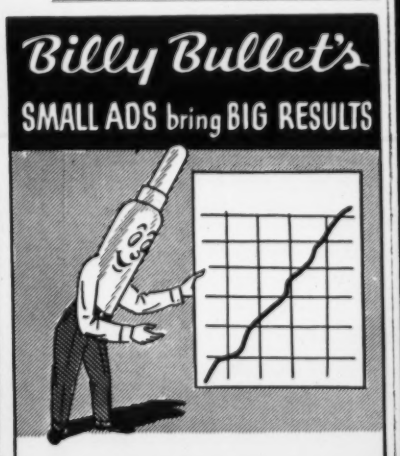
Stanley E. Bailey, formerly merchandise director of Disneyland, has been named marketing director of Freedomland, U.S.A., family entertainment center being built in the Bronx (AA, Oct. 12). John F. McGarry, formerly manager of agency and tour sales for the Waldorf-Astoria Hotel, has joined Freedomland as director of travel agency and group sales. Covering 205 acres and reportedly costing $65,000,000, the new recreation project will "highlight 200 years of American history in live-action fun spots." It is scheduled to open next June.

Atlantic/Bernstein Adds 1

Gerber Plastic Co., St. Louis, toy manufacturing subsidiary of Gerber Products, has appointed Atlantic/Bernstein Associates, New York, to handle its advertising. The agency will also handle Peer plastics, housewares division of Gerber Plastic.


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.
WIBW
SALES


GETTING YOUR SHARE?
...of the 600,000 sales leads produced yearly by Industrial Publishing Corporation Magazines?
READER SERVICE CARD
Wow!
These Men Do!


Billy Bullet's
SMALL ADS bring BIG RESULTS
"Over $1000.00 in sales already from my first small ad in The RIFLEMAN—and 300 more live prospects to work on.
"So my initial investment with you has already given back a 285% return, with reasonable assurance of much more!"
(Name on Request)
The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

WTRF-TV STORY BOARD

A Russian soldier returning to his wife Katya in Moscow was surprised to find a newborn baby in her arms. Since he had been gone for years without a single furlough, his rage welled up and he shouted "Who was it? Was it my friend Vassiliv? I'll tear his tongue out!"

"No" said the wife, "it wasn't Vassiliv!"
"Was it my friend Ivan, I'll bash his brains in!"

"No, it wasn't your friend Ivan."
"Was it my friend Jassuf?" continued the soldier.

Finally Katya could stand it no longer "Don't you think" she exploded, "don't you think I've got any friends of my own?"

● We have some friends of our own, too. Many of the biggest accounts in the country use the facilities of WTRF-TV. Why? WTRF-TV serves the nation's 37th TV Market from Wheeling; two million people in this 36-county area have a spendable income of 2½ BILLION DOLLARS annually and they react by buying what they see advertised over WTRF-TV. Oh yes, merchandising service and RCA Videotape too. Ask George P. Hollingbery for all the WTRF-TV specifics.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Along the Media Path

Aviation News, bi-weekly newspaper for the commercial aviation industry in the New York metropolitan area, celebrated its first anniversary Nov. 14, with a circulation of 25,000.

• Two engineers from Barnes & Reinecke, Chicago, recently split the $500 first prize award in the **Applied Hydraulics & Pneumatics** prize paper contest. Their paper dealt with hydrostatic drive transmission.

• Installation of a color phone and phone bills paid for six months was the prize awarded in a recent contest by **WKY,** Oklahoma City. The contest, centered on improving Oklahoma City's telephone etiquette, included proper identification, correct long distance procedure and using a more pleasant voice.

• **Guns Magazine** will introduce its new publication, *Guns Quarterly,* in April, 1960. To be published January, April, July and October, the *Quarterly* will be spiral bound, and have a four-color cover.

• **St. Louis Art Directors Club** recently awarded its gold medal award for the best newspaper advertisement over 600 lines to KMOX-TV, CBS owned tv station in St. Louis.

• Response to **American Weekly's** "Cavalcade of Contests," published in a single issue on Sept. 13, totaled what the supplement termed an unprecedented total of 789,762 entries within the four-week contest period. The issue was devoted entirely to contests for all members of the family, with prizes valued at $101,000.

• Four Portland, Me., civic, welfare and service organizations recently paid tribute to the **Portland Press Herald, Evening Express and Sunday Telegram,** for its community service and leadership, with a dinner meeting during which a framed certificate was presented.

• **WWDC,** Washington, recently honored Peoples Drug Stores for its ten-year sponsorship of WWDC news. During a dinner observing the occasion, WWDC president Ben Strouse presented George B. Burrus, president of Peoples, with a gold mike.

• The December issue of **Esquire,** containing 400 pages and weighing three pounds, will feature a 32-page selection of literary curiosities, composed of works by Emperor Hirohito; "Footnotes on Fitzgerald," by his personal secretary, and G. B. Shaw's hitherto unpublished first play, "Une Petite Dame," plus a color section on suggested gifts for Christmas.

• **Good Housekeeping** has introduced a new nationwide service, the installation of a continuing series of color-and-motion displays of advertised housewares in key hardware stores. To begin operation in February, merchandising displays will be set up by installers based in leading metropolitan areas on a rotating basis throughout the year, with groupings of brands advertised in *Good Housekeeping* occupying complete windows.

• Irwin Auger Bit Co. ran a two-color, four-page pull-out advertisement in the Oct. 22 issue of **Hardware Age,** representing what the magazine calls a first in merchandising magazine production.

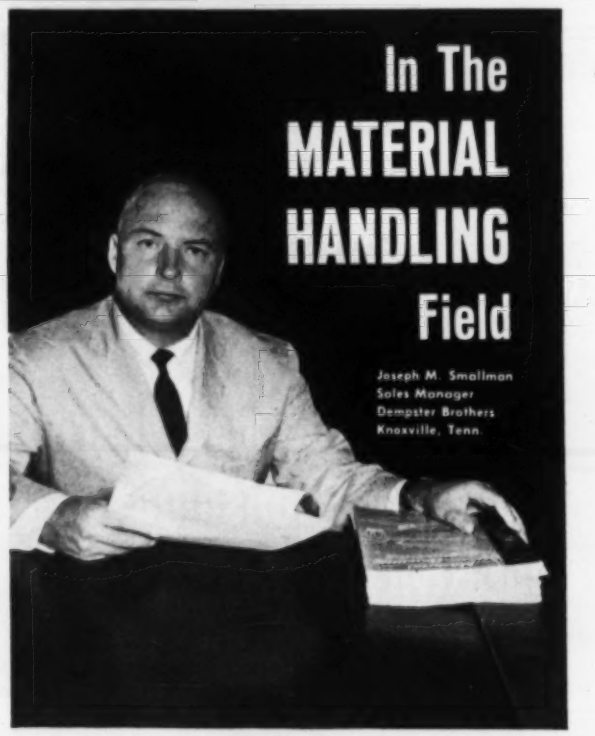
• **KDKA,** Pittsburgh, recently broadcast prophecies made in 1939 by leaders in the fields of art, religion, education, industry, communication and government. At that time, recordings of their forecasts for 1959 were made and have been sealed in a crystal case until now. Predictions dealt with television, atomic energy and mass transit developments which have taken place.

• **WFRV,** Green Bay, Wis., is now presenting its news telecasts in sign language simultaneously with its regular newscast for the benefit of its viewers who are deaf.

• **Commonweal** celebrated its 35th anniversary with a double-size issue which consisted of reprints of excerpts from articles and editorials which have appeared in the magazine during the 1950s.

• The **Atlanta Journal** and **Constitution** devoted the entire Sunday *Atlanta Journal & Constitution Magazine* to recounting its history and growth, plus including information on its coverage of Georgia and giving a comparison of cost per

HOOPER HOOPING —*Florence Ludwig, of WINS, New York, prepares to mail out 1,000 hula hoops to media directors and time buyers to promote the report that WINS is No. 1 in the New York Hooper radio audience index for September - October, 1959.*



Joseph M. Smallman of Dempster Bros. gets his share of sales leads!

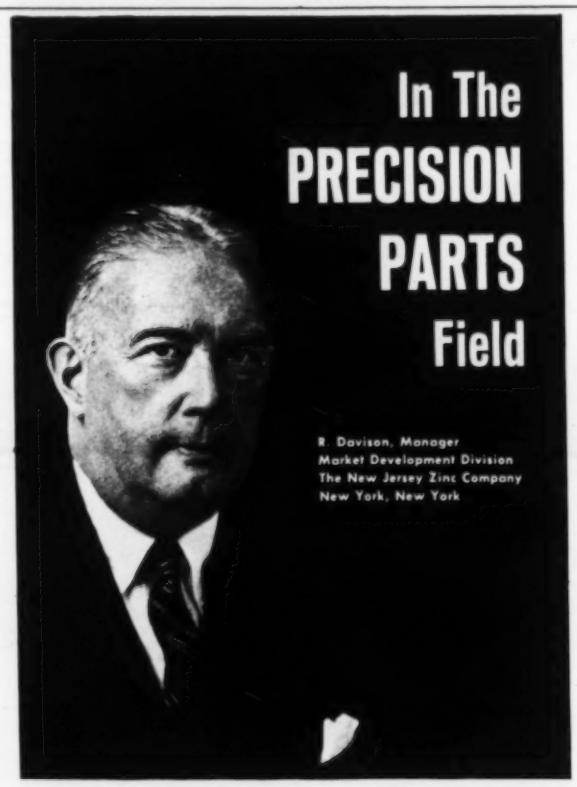
Mr. Smallman says: "MATERIAL HANDLING ENGINEERING* is a consistent producer of a large number of inquiries each month. Our field men are pleased with the high quality of these many sales leads."

To get your share, use MATERIAL HANDLING ENGINEERING & MATERIAL HANDLING ILLUSTRATED

Both Industrial Publishing Corporation Magazines

*Formerly FLOW

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



R. Davison of The New Jersey Zinc Company gets his share of sales leads!

Mr. Davison says: "We find that advertising in PRECISION METAL MOLDING gets action from designers and engineers who influence choice of materials. Over the years, we have had excellent response from PRECISION METAL MOLDING readers, both in volume and in quality."

To get your share, use PRECISION METAL MOLDING

Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

page per 1,000 with the syndicated supplements.

• The **Los Angeles Evening Mirror News** will give a complete Southern California business review and forecast in its Southland Pictorial edition Jan. 4. Other features will include news and picture coverage of New Year's day festivities, the annual Tournament of Roses parade and the Rose Bowl game, with four pages of full-color photographs.

• **KQV**, Pittsburgh, recently helped United Fund campaign leaders raise money for its Employee Fair Share Contribution by sponsoring a day-long Million Dollar Monday promotion. During the day well-known people in business and society took turns at being disc jockeys and announcers.

• **KSAN**, San Francisco, recently said thank you to its agency and advertiser contacts throughout San Francisco's six-county metropolitan area, by sending "bread and butter" invitations to 38 agency people and their company for a four-hour sail from Sausalito Yacht Basin to Point Bonita, on the edge of the Pacific.

BON APETIT—*Esquire uses outdoor advertising to promote its November issue which features the Mai Kai restaurant, Fort Lauderdale. Based on an editorial tie-in with famous U.S. restaurants each month, the magazine works with the restaurant to advertise the joint appeal of outlet and medium.*

• **Saturday Evening Post** is equipping its salesmen with a new Select-A-Market calculator that can give a quick answer to the cost, circulation and advertising page exposures in any given region. It is not for figuring exact rates, but will give a close approximation of the cost of various space units available.

• **KSBW-TV** and KSBY-TV will solve two problems at one time when they fly artichokes, via American Airlines jet, to New York agency men. Purpose of the shipment is to demonstrate the feasibility of such shipments and to comply with a request by the agency men who reportedly wanted to know what artichokes are like and how they are served.

• Shipstads & Johnson Ice Follies of 1960 features "Mr. Esquire," who appears against a backdrop inspired by the covers of **Esquire.**

Department of New Laurels

'Teen reports advertising linage during the year of 1959 increased to 15,578 from 5,075 the previous year and guaranteed circulation will be 600,000 effective with the January issue as compared to 300,000 in January of the previous year.

Nation's Business reports a $400,000 increase in advertising revenue for 1959 over 1958.

Popular Boating shows a cumulative linage increase of 34.4% for the first ten months of 1959 over 1958.

Everywoman's Family Circle reports a 20% increase in revenue for the year of 1959 over the previous year.

McCall's reports a 19.7% increase in columns of advertising and a 22.5% increase in revenue for the second six months of 1959 over the same period in 1958.

Newsweek reports an estimated 16.6% increase in revenue for the year of 1959 over 1958.

Playboy reports 83.1% increase in advertising linage for 1959 over the previous year.

Flower & Garden Magazine shows a 67% increase in total advertising revenue and a 19.2% increase in linage for the year of 1959 over 1958.

Analytical Chemistry reports advertising pages in 1959 totaled 1,037, an increase of 162 pages over the previous year.

Good Housekeeping reports annual billings for the year of 1959 totaled $22,726,025.

WLIB shows a 30% increase in radio revenue for the first nine months of 1959 over the same period in 1958.

Petersen Publishing Co. reports a 48% increase in advertising linage for its six monthly automotive magazines during 1959 over 1958. The publications are *Hot Rod, Motor Trend, Motor Life, Car Craft, Rod & Custom* and *Custom Cars.*

Holiday reports an 8.8% increase in advertising revenue and a 4.8% increase in linage for 1959 over the previous year.

TV Guide shows a 10% gain in revenue for the first ten months of 1959 over the previous year.

Milwaukee Journal shows about a 10% increase in advertising linage for the first nine months of 1959 over the same period the previous year.

Sports Afield reports a 10.1% gain in linage and a 23.1% increase in revenue for 1959 over the preceding year.

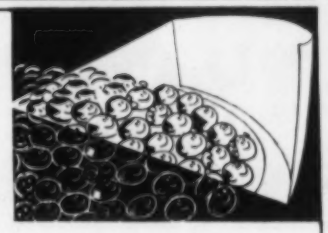
Everywoman's Family Circle shows a 20% increase in advertising revenue for 1959 over the previous year.

Redbook shows a 26.5% increase in advertising linage for the second six months of 1959 over the comparable 1958 period.

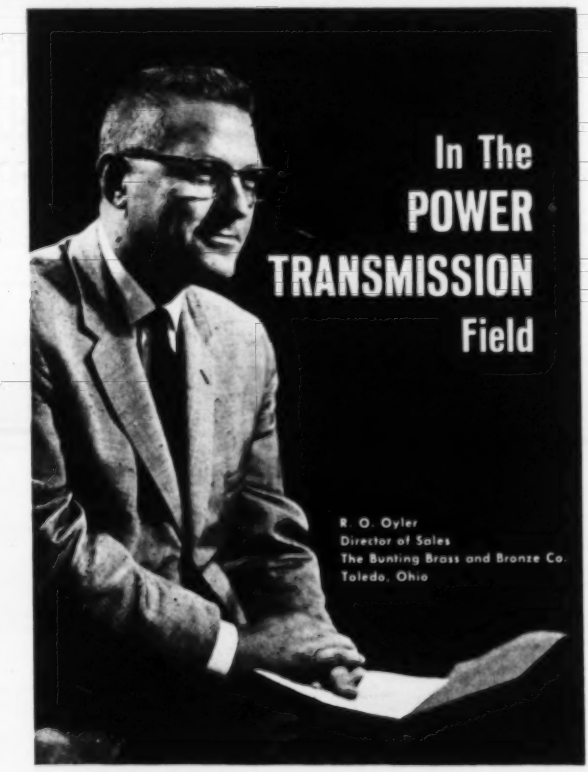
Coronet shows a 11.2% increase in advertising pages for the year over 1958. #

WILL THEY REMEMBER YOUR MESSAGE?

Yes, when you advertise on theatre screens. Surveys show more than 70 per cent of the theatre audience recalls one or more advertisers unaided 24 hours after exposure.



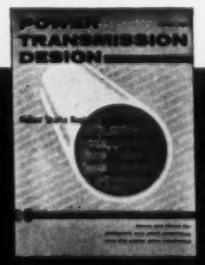
TAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS



R. O. Oyler
of The Bunting Brass and Bronze Co.
gets his share of sales leads!

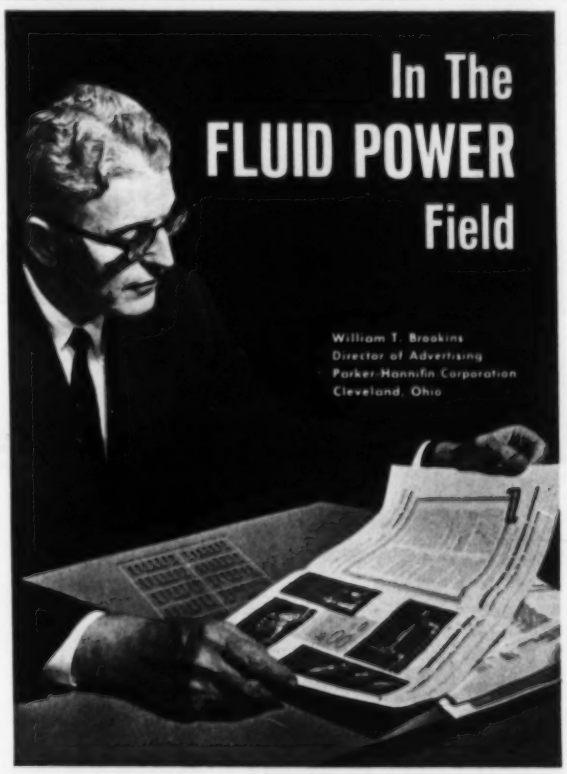
Mr. Oyler says: "The Bunting Brass and Bronze Co., recognizes that POWER TRANSMISSION DESIGN is an excellent medium for producing action among OEM buying influences as well as supporting our distributors. This coverage fulfills a need that has existed for years."

To get your share, use
POWER TRANSMISSION DESIGN



Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



William T. Brookins
of Parker-Hannifin Corporation
gets his share of sales leads!

Mr. Brookins says: "As leaders in the hydraulic and pneumatic field, we appreciate — and use regularly — the specialized market coverage which APPLIED HYDRAULICS & PNEUMATICS offers. It enables us to reach one of our principal markets with a minimum of waste."

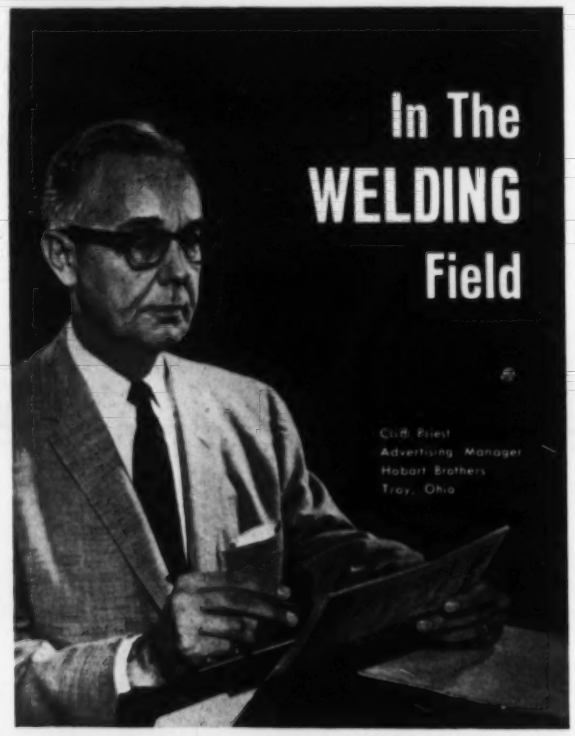
To get your share, use
APPLIED HYDRAULICS & PNEUMATICS

Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

Bond Reed Weber Parker Adams Helton Slade Hill Lusher Roberts

AT EASE—*Socializing at the east central region meeting of the Four A's in Pittsburgh were George Bond, Bond & Starr; R. S. Reed Jr., and Norton Weber, Marsteller, Rickard, Gebhardt & Reed; W. R. Parker, Ketchum, MacLeod & Grove; T. B. Adams, Campbell-Ewald; C. B. Helton, Kircher, Helton & Collett; Blount Slade, Brooke, Smith, French & Dorrance; A. H. Hill Jr., Albert P. Hill Co.; W. H. Lusher, Batten, Barton, Durstine & Osborn, and J. M. Roberts, Sykes Advertising.*



Cliff Priest of Hobart Brothers gets his share of sales leads!

Mr. Priest says: "We use preferred position in WELDING DESIGN & FABRICATION* not only because the magazine has produced inquiries of outstanding quality, but their volume has been consistently high. We feel strongly that the magazine's Franchise-Paid Circulation is responsible . . ."

To get your share, use WELDING DESIGN & FABRICATION and WELDING ILLUSTRATED

Both Industrial Publishing Corporation Magazines

*Formerly INDUSTRY & WELDING

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

P&G Denies Making Discriminatory Deals

WASHINGTON, Nov. 24—Procter & Gamble Co. and Procter & Gamble Distributing Co., Cincinnati, have denied that they used illegal exclusive dealing contracts to induce washing machine manufacturers to pack samples of Tide, Dash and Cascade in their machines.

In reply to a complaint issued by FTC July 14, they further denied that they falsely advertised that manufacturers of automatic washing machines and dishwashing machines endorse these three detergents as better than all other competitive products and recommend their exclusive use.

■ P&G said machine manufacturers "are not required by their contracts to use respondent's products exclusively in the demonstrations they perform."

FTC contends P&G gained an unfair marketing advantage from this promotional method. It said manufacturers agreed not to put competitive products in their machines, to allow the use of their names in promotional advertising paid for by P&G and to endorse P&G products in return for joint promotions. In return, FTC said, P&G agreed to feature the washers in advertising and to prepare and pay for the advertisements.

With the filing of the P&G reply, the next step will be a hearing to take testimony. #

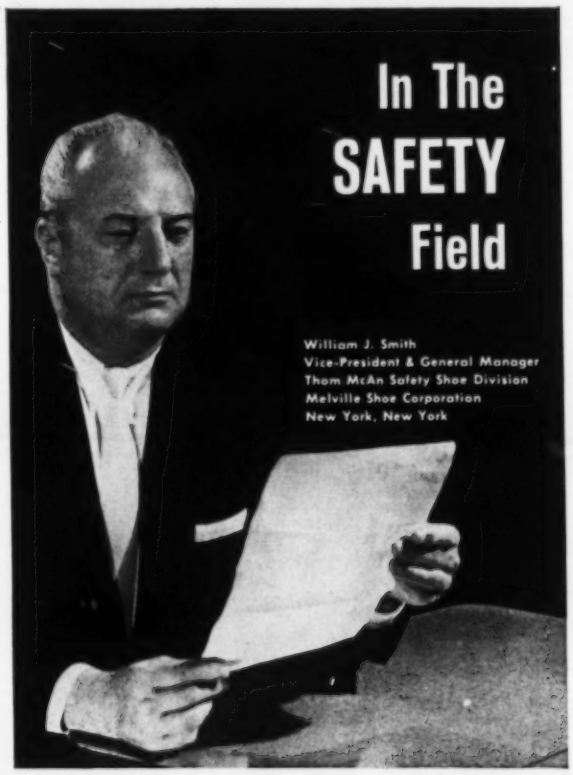
'Mass Transport' Changes Name; Appoints Schram

Effective with the December issue *Mass Transportation*, published by Hitchcock Publishing Co., Wheaton, Ill., will become *Modern Passenger Transportation*. At the same time, *School Bus Trends*, started four years ago as a section in *Mass Transportation*, will become a separate bi-monthly magazine with a circulation in excess of 22,000 each issue.

Hitchcock has named Ross I. Schram Jr. editor and assistant publisher of *Modern Passenger Transportation* and *School Bus Trends*. Mr. Schram formerly was editor of several trade publications published by U. S. Gypsum Co.

Burak, Krall Join S. R. Leon

Mary A. Burak, formerly with the Rockmore Co., has joined S. R. Leon Co., New York, as media director, and Richard A. Krall, previously with Ogilvy, Benson & Mather, has joined Leon as manager of the art department, succeeding George Taubin, who resigned. Leon also has named Frederick M. Goddard production manager.



William J. Smith of Thom McAn Safety Shoe Division gets his share of sales leads!

Mr. Smith says: "The inquiries that have resulted from our ads in OCCUPATIONAL HAZARDS have been most satisfactory as to quality and the rate of conversion into actual sales has been extremely high."

To get your share, use OCCUPATIONAL HAZARDS

Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

RAB Boosts Canadian Service: Names Two Regional Managers

Radio Advertising Bureau, New York, has expanded its service to Canadian member stations, which formerly received only RAB printed material. The 27 Canadian members will now be able to draw data from RAB's library of commercials, sales techniques and commercial copy. Two or three area sales clinics will be conducted in Canada in 1960.

The RAB also has named Keith Andre and Arthur E. Jost regional managers in the member service department. Mr. Andre formerly was an account executive at WDAM-TV, Hattiesburg, Miss. Mr. Jost previously was sales manager of WDOG, Marine City, Mich.

Foster Publishing Alters Name

Foster Publishing Co., Philadelphia, has changed its name to North American Publishing Co. North American publishes *Printing Impressions*, a national monthly tabloid newspaper, and *Delaware Valley Printing Impressions*, a regional monthly. Irvin Borowsky remains president of the company.

Edwards Berger Meyer Avery

THOUGHTFUL—*Mulling over some problems during the Denver regional meeting of the National Assn. of Broadcasters are Phil Edwards, Broadcast Advertisers' Reports; Bob Berger, KTWO-TV, Casper, Wyo.; Lynn Meyer, Intermountain Network, Salt Lake City, and Lewis Avery, Avery-Knodel, New York.*

182 NBC Affiliates O.K. 100% Clearance for Net Radio Shows

NEW YORK, Nov. 24—Matthew J. Culligan, head of NBC Radio, has assurances from 182 of its 192 affiliates that they will go along with the network's new pattern of operation. Ten stations have turned the plan down.

NBC would not say who the defecters are, but they reportedly include WBAL, Baltimore; WSYR, Syracuse, and WTIC, Hartford, Conn.

Of the 182 stations okaying the switchover to a combination network and program service pattern, 146 agreed to give the network its requested 100% clearance for "Monitor," news-on-the-hour, news commentary and "News of the World." Thirty-six stations said they would work toward full clearance. In presenting his strategy for an economically feasible network operation, Mr. Culligan emphasized that stations would have to clear all the time to be offered for sale by the network if they wanted to stay in the family.

■ Besides this 35 hours or so of traditional network fare, NBC will offer about 17½ hours of personality, sports and dramatic programming weekly on a fee basis. Stations may buy as much or as little of this as they wish; NBC will probably offer these programs to the industry generally, with NBC affiliates getting first crack at them. #

Cyanamid Embraces Marketing Concept for Fibers Division

American Cyanamid Co., New York, has reorganized its fibers division along broad marketing lines—a move stemming from the introduction of Creslan acrylic fiber. Instead of different departments for knit goods, woven goods and home furnishings, there will now be one marketing department, headed by a marketing manager, and three staff functions—market planning, sales and merchandising—each headed by a manager.

Two of these posts—marketing manager and merchandising manager—are still open. Charles P. Bertland, assistant general manager of the division, will direct marketing operations pending the appointment of a marketing manager. Market planning and sales will be headed by Ivan Y. T. Feng and Erwin G. Walker, respectively. Advertising, now part of merchandising, will continue under the direction of Charles W. Rice Jr.

Wallace Named Copy Director

William Wallace has been appointed copy director of Robertson, Buckley & Gotsch, Chicago. Prior to joining the agency, Mr. Wallace was an account executive with Merrill McEnroe & Associates, Chicago.

Retailers See Yuletime Gains

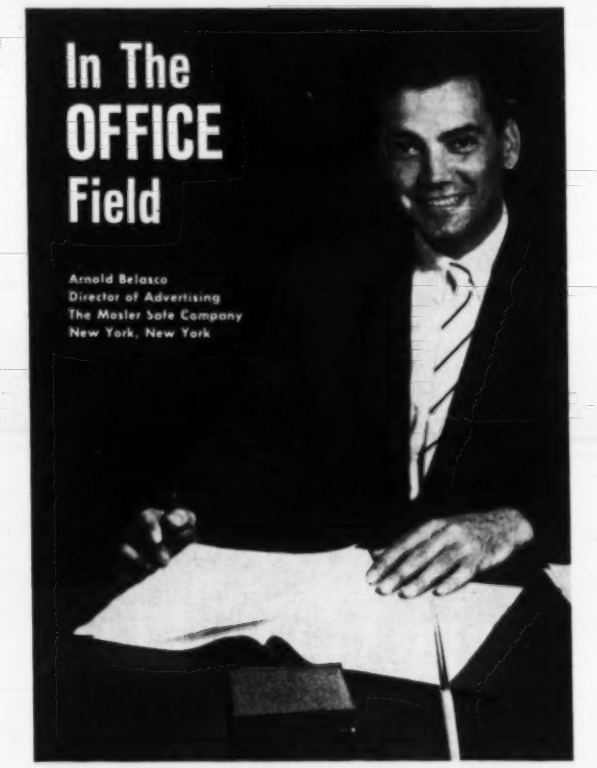
Retailers surveyed by the Bureau of Advertising, American Newspaper Publishers Assn., expect increased sales and profits during the 1959 Christmas season. Of 303 retailers representing 17 store types in 126 markets, 82% expect sales increases over 1958; 72% anticipate a profit gain and 40% plan increased ad budgets for the season. An additional 57% will maintain ad budgets at 1958 levels. Biggest increases in sales are anticipated in soft goods lines.

LANGUAGE

Screen process can print in any language! Many or few and economical too!

Put Punch In Point-of-Purchase

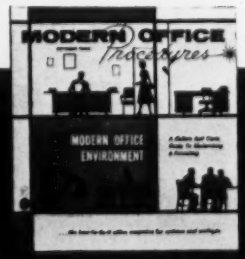
POINT OF PURCHASE COMMITTEE • SPPA



Arnold Belasco of The Mosler Safe Company gets his share of sales leads!

Mr. Belasco says: "MODERN OFFICE PROCEDURES has consistently come in with a great number of leads from top quality companies . . . the Revo-File Division reports success in converting these leads to sales."

To get your share, use MODERN OFFICE PROCEDURES

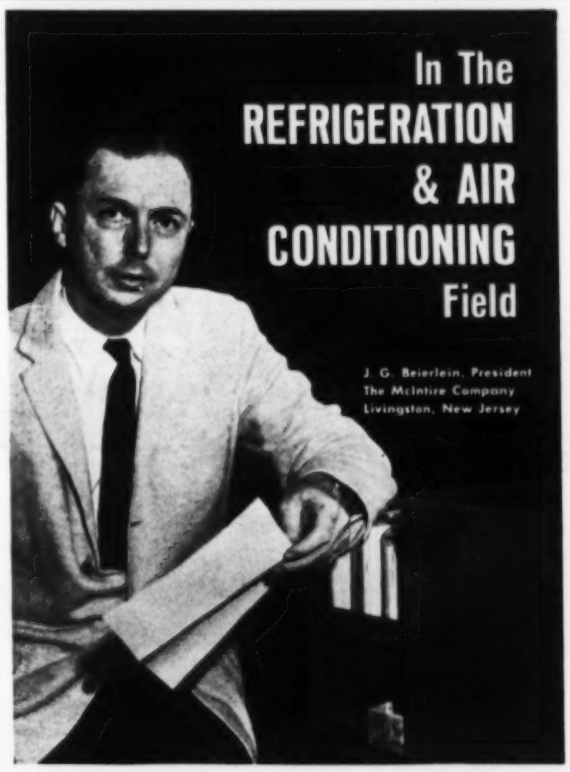


Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation

812 Huron Road • Cleveland 15, Ohio

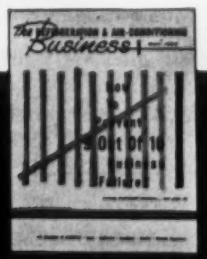
New York • Chicago • Los Angeles • London



J. G. Beierlein of the McIntire Co. gets his share of sales leads!

Mr. Beierlein says: "Over the past several years we have kept records on the source of all our inquiries. Each year the largest number come from our advertisements in THE REFRIGERATION & AIR-CONDITIONING BUSINESS. We naturally are pleased with these results and look forward to the continuance of this fine advertiser-publisher relationship . . ."

To get your share, use The REFRIGERATION & AIR-CONDITIONING BUSINESS



Another INDUSTRIAL PUBLISHING Corporation Magazine

The INDUSTRIAL PUBLISHING Corporation

812 Huron Road • Cleveland 15, Ohio

New York • Chicago • Los Angeles • London

Delivers your full page ad into 100,000 Lutheran Homes for less than

2/5 of one cent per family

This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

now! get the facts about this important market

WRITE FOR YOUR COPY TODAY!

Sell office supplies and equipment? Apparel? Cosmetics? Or other women's products? TODAY'S SECRETARY's new Fact File gives you the facts you'll want to have about selling this important, influential buying group.

TODAY'S SECRETARY is the *key* to the booming secretarial market — the only magazine reaching a concentrated, nation-wide paid circulation of secretaries in business and training. Over 145,000 young career women subscribe to TODAY'S SECRETARY . . . and surveys show that over 345,000 additional pass-along readers see the magazine every month.

TODAY'S SECRETARY readers are a major influence in the choice of office equipment and supplies. They're a higher income group who spend millions of dollars on apparel, grooming aids and all women's products.

Get the facts about selling this important, growing market. Phone or write for your copy of TODAY'S SECRETARY's Fact File *today*.

TODAY'S SECRETARY *Magazine*

330 West 42nd Street, New York 36, N. Y. • LOngacre 4-3000

Scovill Hartenbower Pengra Walbridge

SYMPOSIUM—*Conversing at the National Assn. of Broadcasters Fort Worth regional meeting were E. E. Scovill, CBS-TV; E. K. Hartenbower, KCMO, Kansas City; M. H. Pengra, Tyler, Tex., and W. E. Walbridge, KTRK-TV, Houston.*

Calkins & Holden, Seklemian End Post-Merger Hassle

Calkins & Holden (now Fletcher Richards, Calkins & Holden) and Seklemian & North have settled legal differences stemming from the breakup of a merger agreement between the two agencies earlier this year (AA, March 2 *et seq.*).

In a joint statement the agencies said that "in connection with several lawsuits . . . all differences have been amicably resolved out of court to the satisfaction of all parties concerned."

Naegele Shifts Three

Naegele Advertising Companies, Minneapolis, has shifted Richard D. Spomer, formerly vp, Naegele Outdoor, Madison, Wis., to vp and general manager of Naegele of Nevada. Succeeding Mr. Spomer in Madison is H. Ronald Searle, formerly sales manager of Hen-Johnston Inc., Reading, Pa. Vernon G. Cox Jr., formerly with Naegele Outdoor, St. Louis, has been promoted to sales vp of Naegele of Kansas.

Heck Joins Simpson-Reilly

John W. Heck Jr. has joined the Los Angeles office sales staff of Simpson-Reilly, publishers' representative, succeeding William L. McRae, who has resigned. Mr. Heck formerly was a salesman for *Popular Mechanics* in Southern California.

Campbell-Mithun Adds Account

Cutler-Hammer, Milwaukee, has named Campbell-Mithun, Minneapolis, to handle advertising for its line control apparatus and allied electrical equipment advertising, succeeding Kirkgasser-Drew, Chicago.

MID-SOUTH MARKET

GOING UP!

The average increase in per capita income from 1950 to 1958 in the booming Mid-South tri-state market of Tennessee, Arkansas and Mississippi is . . .

47.1%

Compared to the national average of 38%.

The revolutionary industrial growth in the Mid-South is paying off in spendable dollars!

Source: National Industrial Conference Board

YOU GET MORE WHEN YOU BUY MEMPHIS!

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

ECAP Testimony Ruled Out Again; Fast Ruling Seen

(Continued from Page 1)

competitive relationships of public and private power, the hearing ended with the utility lawyers unable to get any testimony into the record other than the names and qualifications of their witnesses.

■ The hearing is a major preliminary in what may develop into a new Supreme Court test of the right of businesses to claim normal expense treatment of advertising expense incurred as a result of necessary participation in a political discussion.

In a somewhat similar case earlier this year, the Supreme Court refused to let members of the alcoholic beverage industry take a tax deduction for ads which were used to defeat a "dry law" referendum. Later, in a procedural decision involving the ECAP case last July, the power commission quoted from the Supreme Court's ruling in the liquor industry advertising cases, indicating that it expects to use these decisions in the event the ECAP controversy goes to court.

To speed a showdown, both sides now propose to turn the record over to the commission for a decision, without the usual preliminary decision from the examiner.

■ Only nine of the 29 ads run by ECAP in 1957 are involved in the case. Others, dealing with uses of electric service, outstanding employes of utility companies, and expansion plans of utilities, were unchallenged. The nine ads, all dealing with public power, involved 43% of ECAP's $1,995,000 1957 budget.

As the power commission sees it, the controversy over ECAP advertising is a matter of accounting. It contends that ads involving political controversies cannot qualify as normal business expense chargeable to customers under standard accounting procedures which it requires utilities to follow. It says nine of 26 ads prepared by N. W. Ayer & Son for ECAP in 1957 were "controversial," and that the 76 utilities subject to FPC jurisdiction, which contributed to the support of ECAP, should have charged the cost of these ads to a "below the line" account, where they would not be treated as a normal business expense for rate-making purposes.

■ Similar issues have been raised at the Internal Revenue Service with respect to treatment of "controversial" ECAP ads as a business expense for tax purposes. IRS says the ads come under sections of the internal revenue code which forbid deduction of expenditures to influence legislation.

This week's two-day hearing was the second time utilities have tried to defend the ECAP ads on the ground that they represent an effort to tell consumers, employes and stockholders about unfair advantages enjoyed by public power over investor-owned utilities.

During a one-day hearing last January, utilities protested the refusal of Mr. Marsh to consider competitive problems. Their appeal from his ruling was rejected by the commission in July.

■ In rejecting the efforts of utility witnesses to discuss competition from public power, Mr. Marsh said the commission's decision last January makes it clear that the commission will not consider evidence explaining why the utilities want to run the ECAP ads.

"The fact that the ads were run for a competitive purpose would not show that they were necessarily not for a political purpose," he explained.

While he admitted he has some doubt about what the utilities could hope to accomplish in the hearing, Mr. Marsh said the commission's decision of last July said that at least eight of the nine ECAP ads "appear on the surface to involve the presentation of argument in matters of political controversy." He said the commission authorized the hearing because utility companies indicated they had evidence to present. He said it was up to the utilities to make their case within the narrow area which the commission's July decision allows.

■ In the light of his ruling, the hearing this week became a preparatory stage for appeal—to either the commission or the courts. As utility lawyers completed preliminary questioning of each witness, and proceeded to ask about competitive relationships with public power, the commission's chief attorney in the case, Drexel D. Journey, lodged objection, and in each instance he was sustained.

Although the record of the two-day hearing amounts to more than 1,000 pages, it contains no testimony which would be useful to the examiner or the commission if either tried to reach a decision upholding the right of the utilities to treat anti-public power ads the same way other advertising is treated.

■ Much of the transcript consists of prepared testimony ruled out by the examiner, incorporated in the transcript only as an "offer of proof," which will be referred to in the event the case goes to court for review.

At the opening of this week's hearing, A. J. G. Priest, chief attorney for 61 of the utilities, said he hoped to have an opportunity to present witnesses who would state the facts about competition from public power. "It is incumbent on these companies to resist government competition," he said.

■ But Mr. Journey took the position that evidence about competition has no proper place in the hearing. "The purpose here is to see that advertising about political matters is in a separate accounting pigeonhole, where it can be seen, and where it isn't charged against the users."

Mr. Journey denied that FPC's rules forcing utilities to treat anti-public power ads as a "below the line" expense prevent them from recovering the cost of a reasonable and necessary business expense. "This is an accounting matter, not a rate case," he argued. "The kind of testimony they have been trying to present here can be offered at rate cases, where it is fitting and proper to decide whether a particular expense is reasonable and necessary."

■ Among the witnesses in the utility lineup were two officials of N. W. Ayer & Son, agency for ECAP since it was organized in 1943.

James W. Wallace, exec vp and chairman of the agency's creative committee, was able to testify only that it was normal for businesses and business management to use advertising to discuss the kind of issues which ECAP dealt with.

■ Dwight C. Van Meter, Ayer account supervisor on the ECAP account, was able to testify only on the organizational structure of ECAP before his testimony was challenged. #

Last Minute News Flashes

I. Miller Moves to Trahey from Serwer

NEW YORK, Nov. 27—I. Miller & Sons, shoe manufacturer, a division of General Shoe Corp., has appointed Jane Trahey Associates, New York, to handle its national advertising. Irving Serwer Advertising was the previous agency.

Myzon Labs Seeks Agency; Other Late News

• **Myzon Laboratories** (formerly Myzon Inc.), Chicago, manufacturer of animal health products, currently is talking to four or five agencies, including Arthur Meyerhoff & Co., Chicago, its present agency. Mr. Meyerhoff sold Myzon three months ago to Gray Realty Co., Benton Harbor, Mich., a company owned by Elisha Gray, board chairman of Whirlpool Corp. The Myzon account reportedly bills more than $100,000.

• **A total of 325 retail and wholesale grocers** from the Chicago area have been permitted to enter, as plaintiffs, a $3,000,000 anti-trust suit against General Foods Corp., Hunt Foods and Morton Salt Co. Judge William J. Campbell, who made the ruling in U.S. district court, Chicago, also took under advisement a petition from the original 22 plaintiff grocers seeking to extend until Feb. 1, 1960, the deadline date for other grocers to enter the case. The judge previously had set Nov. 27 as the deadline (AA, Oct. 5).

• **Tassette Inc.,** Stamford, will introduce Tassette, a patented menstrual aid, in Fairfield County Dec. 1 and into the rest of New England about March 1 with advertising built around the theme, "The new approach to monthly protection." The product is a soft rubber cup made by Seamless Rubber Co. It sells for $4.95 and is guaranteed for two years. Advertising includes newspapers, bus cards and extensive sampling. Tassette expects to spend about $165,000 for promotion by next June. Daniel & Charles is the agency. Agency president Daniel S. Karsch is vp of Tassette.

• **The Tobacco Industry Research Committee,** New York, commenting on the published opinion of Dr. Leroy E. Burney, U. S. surgeon general, that smoking is related to lung cancer, said the facts on which Dr. Burney based his opinion are not new, and were "first advanced some years ago in statistical studies that admittedly are not supported by experimental evidence." Writing in the *Journal of the American Medical Assn.*, Dr. Burney said that cigaret smoking particularly is associated with an increased chance of developing lung cancer, and that no method of treating tobacco or filtering has been found effective in materially reducing the hazard.

• **Douglas S. Clark,** advertising manager of Seagram-Distillers Co., has been named to the newly created position of assistant vp of Joseph E. Seagram & Sons, the parent company for all Distillers Corp.-Seagrams Ltd. U.S. holdings. He will be the staff executive responsible to George P. MacGregor, vp in charge of advertising and merchandising, for coordination of intercompany advertising activities. He will also supervise ad budget studies and the packaging department. In effect, he succeeds Charles P. Hirth Jr., who has resigned as ad and merchandising coordinator, although his responsibilities will be broader. Mr. Hirth has not disclosed his plans.

• **Thomas C. Dillon,** who succeeded Fred B. Manchee as treasurer of Batten, Barton, Durstine & Osborn in 1958, has been elected an exec vp of the agency.

• **George Milliken** has been promoted to vp and account supervisor at Foote, Cone & Belding, New York. Mr. Milliken has been an executive on the Lever Bros. and General Foods accounts.

• **Bourjois Inc.,** New York, will launch a magazine and tv Christmas campaign Nov. 30 for Evening in Paris fragrance. Genevieve, the tv performer, will be featured with the theme: "Give the fabulous fragrance we French women love." Tv spots are scheduled on 167 tv stations in 111 cities; color pages will run in *Intimate Story, Look, Modern Romances, Modern Screen, Motion Pictures, Movie Life, Movie Stars, TV Close-up, Personal Romances, Photoplay, Seventeen, Screen Stories, True, True Story* and *TV Star Parade*. Lawrence C. Gumbinner Advertising is the agency.

• **Olaf Oloffson,** formerly with Ted Bates & Co., has joined Shaller-Rubin Co., New York, as creative supervisor of the agency's ethical pharmaceutical division.

• **Lloyd A. Winslow** has been named marketing manager of Carey Salt Co., Hutchinson, Kan., a new position. He formerly was manager, formula feeds, A. E. Staley Mfg. Co., Decatur, Ill.

• **Robert W. Werth** has been named director of marketing of Hunt Foods & Industries, Fullerton, Cal. Formerly staff assistant on marketing, Mr. Werth will coordinate sales, advertising and various staff activities in the new marketing department.

• **James McCoy and Doan Helms** have joined the Chicago office of Fuller & Smith & Ross as account executives and Ralph Zylke has joined the same office as copy chief. Mr. McCoy formerly was with Doyle, Kitchen & McCormick; Mr. Helms previously was associated with Henri, Hurst & McDonald, and Mr. Zylke formerly worked for Klau-Van Pietersom-Dunlap.

• **Bell & Howell Canada Ltd.,** Toronto, has awarded its $150,000 advertising account in Canada to Goodis, Goldberg, Dair Ltd., Toronto. McCann-Erickson, which handles Bell & Howell advertising in the U.S., was the previous agency.

• **Drake, Rigas, Fitz Maurice & Dey,** Newark, has been named to handle the Christmas ad push on KitchenAid dishwashers for Igoe Brothers Inc., Newark based distributor.

• **Everest Records** has moved its account from Cunningham & Walsh to Cole Fischer Rogow, New York. At the same time Everest has named Marty Weiss, formerly with Columbia Records, ad manager, a new post.

• **Ketchum, MacLeod & Grove,** Pittsburgh, has resigned its portion of the Jones & Laughlin Steel Corp. account (J&L has three other agencies), effective March 31. Although no reason was given, it is believed that KM&G's increasing interest in its Aluminum Co. of America business may have triggered the resignation. The portion of the J&L account handled by KM&G is estimated to bill approximately $1,000,000.

Wexton Loses; Dodge Dealers of N. Y. Split

(Continued from Page 1)

coming campaign would be "one of the most revolutionary sales campaigns ever conducted for a group of automobile dealers."

What has happened since?

• **1.** It appears that the Dodge New York Retail Selling Assn. is going out of existence and the more than 100 dealers which were in the group are returning to the splinter organizations from which they came.

• **2.** The account never spent anywhere near $1,000,000, primarily because of cutbacks in auto production. Actual expenditures were probably between $500,000 and $600,000.

• **3.** Grant Advertising is believed to be soliciting the northern New Jersey portion of the former association—more than 30 dealers—and is more than likely to pick up at least that major chunk of business. (Early this month, the agency gained the newly formed Dodge dealer group of Philadelphia. It now handles 35 local dealer groups.)

• **4.** Joseph I. Fishman, former Dodge account executive at Wexton, is soliciting the Brooklyn-Queens segment of the account for the Joseph I. Fishman Co., the direct mail-printing operation he founded in 1946.

• **5.** There is no indication whether or not Wexton will continue with any Dodge advertising at all.

• **6.** Dealer reaction to the Wexton program can best be described as mixed.

■ The problems of getting agreement out of more than 100 dealers in a sprawling non-integrated market such as New York are in some respects insurmountable. For example, Dodge dealers contribute so-much per car to the factory (about $15-$20, currently), which returns it to the selling associations to be spent at the local level.

But when the local effort gives the same amount of promotional space to a dealer which sold 100 cars (a $1,500 advertising contribution, at $15 per car) as it does to the dealer who sold ten cars ($150), grounds for discontent are quite apparent.

■ Next week the Dodge Dealer Advisory Conference, composed of the chairmen of 18 regional groups, plus six members-at-large, will hold its semi-annual meeting in Detroit to discuss merchandising and sales promotion plans and elect national officers for 1960. #

'Weekend' Names Goodson

W. A. Goodson, general manager of *Family Herald*, has been named vp-advertising for *Weekend Magazine* and *Perspectives*; and W. D. Taylor, formerly national advertising manager of the *Montreal Standard* and advertising director of *Weekend*, has been named advertising counselor of *Weekend* and *Perspectives*. Mr. Goodson will also continue as general manager of *Family Herald*.

Hockstein Joins Ludgin

Don Hockstein, formerly a radio and tv commercial supervisor with Tatham-Laird, has joined Earle Ludgin & Co., Chicago, as director of radio and television production. Mr. Hockstein's new post encompasses duties partly handled previously by Clare Callihan, who has joined McCann-Erickson.

FTC to Eye Dubious Demonstrations, Unfair TV Treatment of 'Product X'

(Continued from Page 2)

and that it will ask Congress for more money for policing advertising.

As to the role of the advertisers and their power to clean up tv abuses, Mr. Kintner was quoted as saying: "You have the strongest weapon of all—the money bags. It is about time you started to use it."

The advertisers said they were told that public complaints about advertising are double or triple what they used to be and that the public, Congress and the FTC are "fed up with bad taste and over-commercialization." They were warned:

"If you advertisers do not clear this up, you will kill the goose, and you and our economy will suffer . . . There is nothing that cannot be done if it is approached with energy by men of good will. . . . As the sponsors, the responsibility is yours."

■ ANA said the meeting grew out of the need for the clarification of the FTC's attitude toward the use of theatrical devices for tv commercials. ANA is convinced that "some theatrical devices are highly desirable, if not essential, in presenting products or services effectively on tv (just as they are through artwork or photography in print media) and therefore the adoption of unrealistic or unsound standards by the FTC or others could seriously hurt advertisers." Hence, the association's desire to come to some kind of a meeting of minds on standards for this area.

"At the outset of the meeting FTC Chairman Kintner expressed his very deep and quite evidently sincere concern over the developments in television and their effect on the public's confidence in advertising," the ANA statement reported. "He placed the responsibility for corrective action squarely on advertisers, as has been reported.

■ "Insofar as tv visual presentation is concerned in essence, FTC recognizes a rule of reason: A theatrical artifice, to be condemned by the commission, must represent a material deception as to the characteristics, performance or appearance of a product. Incidental artifice required by the nature of the medium, for somewhat heightened effects, etc., are not of concern to the commission. In general, FTC is not concerned with what goes on in the act of bringing a tv picture to the screen—rather they are concerned with what the viewer sees," the ANA report indicated.

"At the start of the meeting ANA representatives described in hypothetical terms various situations which could call for theatrical artifice in the production of a tv commercial." These included:

• 1. The use of a blue shirt to create white on the home screen.

• 2. The use of makeup or coloring to compensate for theatrical lighting or electronic limitations.

• 3. The use of substitutions—the use of shaving cream, for example, for whipped cream—when the latter would not stand up to studio conditions.

■ "In this context the FTC representatives dismissed such devices as immaterial. However, the discussion penetrated further," ANA reported. "An illustrative example of a material deception involved the use of glass or plastic for ice cubes. If this were done by an advertiser selling a soft drink, there would probably be no harm in it. If, on the other hand, the advertiser was attempting to sell ice by demonstrating that his ice had a long life, the use of glass could be a material deception.

"In summary it seems clear that theatrical devices can be classified into the three following categories. The first two are probably acceptable. The third, however, would be unacceptable, as it is representative of the recognized concept in law, i.e. material misrepresentation:

• 1. "Theatrical or technical devices to make a product seem to perform or appear on the tv screen as it actually would if viewed through the naked eye under normal conditions of use.

• 2. "Theatrical or technical devices to present the product as attractively as possible, i.e. some 'cosmetic glorification.'

• 3. "Theatrical or technical devices the employment of which implies properties or performance characteristics for the product which it does not possess and which are of sufficient importance to be likely to affect the decision to purchase.

■ "Finally, it was clear from the discussion that FTC is particularly concerned about.

• 1. "Competitive claims—They feel that 'Product X' must get fair treatment—the equal of that given to the advertiser's own product.

• 2. "Tests or other supposed proofs of advertising claims which are not honestly or fully presented, or which in fact fall short of what they are set forth to be." #

Biddle Adds Two Execs, $800,000 in New Accounts

(Continued from Page 1)

Co., Chicago (MacFarland); Pioneer Service & Engineering Co., Chicago (MacFarland); and Blocksom & Co., Michigan City, Ind. (HH&M).

Other accounts included in the $800,000 windfall are expected to be announced soon.

■ Everett D. Biddle, president, said the agency is doubling its Chicago office staff to 20 people and moving to new quarters soon at 212 E. Ontario St. The agency will occupy a three-story building there, with 9,200 sq. ft. of office space.

Among the new additions to the staff is Dean Bacon, account executive, who has been traveling in Europe for the past year, after leaving Henri, Hurst.

Others are Hays Smythe, copy director, from Holtzman-Kain Advertising; and Velma Dickerhoff, assistant to Mr. Stone, from Henri, Hurst.

Tim Morrow operated his own agency in Chicago for eight years before joining Henri, Hurst & McDonald in June, 1956. He moved over to MacFarland, Aveyard in August, 1958.

Prior to the new account additions, Biddle's Chicago office handled about eight accounts billing approximately $1,000,000. The agency also has branch offices in Kansas City and Des Moines. #

Agency Forms Subsidiary

Grosberg, Pollock & Gwartzman Ltd., Toronto agency, has formed a separate subsidiary called Shopping Center Consultants of Canada.

MORE OF THE SAME—*Woolite Co. will continue the no-copy advertising campaign it began last month with the above collection, scheduled between now and February in Life and This Week Magazine. The offbeat ads (see James Woolf column, AA, Nov. 16) began as a publicity assignment by free-lance photographer Bill Kahn, but Woolite's pr man, Ted Worner, reports he saw advertising possibilities in the results and passed the pictures on. Charles W. Hoyt Co. is the Woolite agency.*

Polite Refusals Greet Larmon TV Image Plan

(Continued from Page 1)

what it programs, "just as any newspaper or magazine must accept responsibility for what it publishes." The CBS position was spelled out in detail in a letter from the head of the parent company.

■ ABC also rejected the Larmon proposal, but it did not make public its reasons. The ABC reaction came in a phone call to Mr. Larmon and a brief follow-up note. ABC was said to feel that responsibility for programming publicly owned channels could not be delegated.

■ Mr. Larmon's only support came from NBC. As a result, the day after his private meeting became public knowledge, he told the *New York Times* that his plan appeared doomed.

NBC agreed with Mr. Larmon that the whole responsibility for solving tv's programming and advertising dilemma should not rest with the networks. It endorsed the plan with some modifications—the chief one being the inclusion of all advertising in the area for scrutiny.

After the CBS and ABC turndowns of the Larmon idea NBC decided to set up its own citizens' advisory committee to look into tv's problem areas.

■ In rejecting the Larmon proposal, Frank Stanton, president of Columbia Broadcasting System, emphasized that telecasters must maintain responsibility for their own programming.

"The quiz show scandal made it quite clear to us that the American people hold CBS responsible for what appears on our television network," Dr. Stanton said. "We accept that responsibility, just as any newspaper or magazine must accept responsibility for what it publishes. As we see it, this is a responsibility we cannot share with others without sacrificing our integrity. What is everybody's business is nobody's business and eventually becomes government enterprise. We must be masters of our own house . . ."

The CBS president warned against the abdication of control to sponsors. On this point, he wrote in part:

"Your plan would have us join with sponsors and advertising agencies as a group making up what you call 'the television industry.' For us to do so would, we think, be an admission that we have in fact abdicated our responsibility for what appears on our network to sponsors and their agents.

■ "Indeed we are much concerned by what we read of a movement among sponsors to increase their control over programming, and public concern over any such movement is being expressed publicly."

At the same time Mr. Stanton made it clear that CBS hopes to have the cooperation of all elements of the business in its efforts to clean its own house. He suggested to Mr. Larmon, "Great responsibility does, however, fall upon sponsors and advertising agencies for doing promptly and well the things that they must do if the public demands in this whole matter are to be met.

"Could you not revise your plan to have it encompass a united effort by television advertisers and their advertising agencies to develop codes of practice in sponsor use of television?"

■ NBC's reply to Mr. Larmon came in the form of a letter from Mr. Sarnoff. NBC was agreeable to Mr. Larmon's proposal, with some modifications, and recommended that the study appraise the television medium with regard to both programming and advertising. The network suggested that the public policy committee analyze the roles to be played by all the major elements of the industry—the stations, networks, independent program producers, advertisers and advertising agencies.

■ The public policy committee would evaluate the contributions of the medium in terms of (1) popular appeal programming, (2) information and public affairs programming and (3) special interest shows. The group would analyze the shortcomings of television, the sources of these shortcomings and possible remedial steps to overcome them.

It was reported that the proposal outlined in the NBC letter was a virtual replay of the original Larmon proposition. The one major difference was said to be the fact that NBC expanded the proposal to include scrutiny of claims and standards for all advertising media, not just tv. #

'Farmer's Advocate' to Jones

Farmer's Advocate, Toronto, has appointed Fred R. Jones & Son, Chicago, as its midwestern U.S. territory representative.

FTC's Kintner 'Confident' Ad Self-Rule Suffices

(Continued from Page 2)

ing fraternity, Mr. Kintner said he is confident industry self-regulation will "meet the crisis."

After reading all or part of 29 letters criticizing tv commercials and commending the FTC for its activity in the field, Mr. Kintner said, "If the public reactions that I have quoted suggest a crisis of confidence involving the broadcasting and advertising industries, such a crisis is not mitigated by lamenting that the derelictions of the few fall unfairly upon the many.

■ "Nor should print media take too much comfort from public wrath that has fallen upon the broadcasting media and upon national advertising," he declared. "Much of the same objectionable advertising also has been disseminated through printed media, and in both local and national advertising campaigns.

"For my part I am convinced that this crisis presents to the broadcasting media, to the print media, to the advertising industry, and to all advertising sponsors an opportunity for inventory taking with respect to past practices and future programs.

"It gives to these American business men an opportunity to demonstrate that they have the capacity to clean their own houses, to police their own ranks against the depredations of the irresponsible or larcenous few. This country needs more such evidence—and the public temperament today demands it.

■ "For my part I am confident," Mr. Kintner said, "that the challenge will be accepted; that self-regulation can and will meet the crisis short of more laws and government regulations that slowly and surely whittle away at precious individual freedom." #

American Motors Appeals 'Express Warranty' Ad Case

(Continued from Page 1)

tests made by two independent automotive testing organizations (one of them was Alvin Doyle Jr. Associates, Baton Rouge) indicating that Mr. Cobb's Rambler actually produced eight to ten miles per gallon at 65 to 70 m.p.h. These tests also showed that at 30 m.p.h. the car produced 24 miles to the gallon.

■ AMC's counsel, Breazeale, Sachse, Wilson & Hebert, Baton Rouge, argued that the ads clearly stated only that "one" Rambler attained 32.09 miles per gallon in a supervised test with a Rambler equipped with overdrive.

Mr. Cobb later added transmission malfunctioning to the suit, charging that AMC had defaulted on the warranty of the car's working order.

AMC's argument to this was that the car was not defective according to the terms of AMC's warranty, which specifies that an AMC dealer must make the determination about the car's condition.

■ Judge Johnson found for the plaintiff, but AMC has filed a $5,000 bond with the state court and is appealing the case to the Louisiana supreme court. According to Mr. Cobb, it is unlikely the case will be heard in that court until late 1960 at the earliest. #

Anderson Findling Stader Hetke

Wells Rice Ray Lowitz Schipfer

SOCIABLES—*Trading shop talk at the Chicago regional conference of National Business Publications are William Anderson and Warren Findling, Mechanization, Washington; Jack Stader, Buchen Co., Chicago; Len Hetke, Foundry, Cleveland; James Wells, Bob Ray, William Lowitz and John Schipfer, New Equipment Digest, Chicago, and Frank Rice, Penton Publishing Co., Cleveland.*

Agency Commission Plan Is Obstacle to Use of Business Papers: Koehler

(*Continued from Page 2*)

noted.

Agencies are no longer the brokers they used to be, he emphasized. They are now agents of the advertisers, providing services to advertisers which should be paid for by advertisers directly, he said.

The 15% commission system, he said, doesn't account for the differences in the quality of the uses made of advertising space bought. It also doesn't compensate the agencies for the growing volume of non-billable work they do, particularly the marketing operations they've been getting into more and more lately, he said.

■ But the 15% system is only one of several discontents advertisers have with business publications, he said. He also was critical of circulation audits that "confuse the advertiser about just what he is buying, and in any case don't tell the advertiser what he wants to know about the market." The different kinds of audit forms that confront the advertiser also make it difficult to compare different circulations, he said.

And readership measures in the business publication field, he said, are in a state of "utter chaos" as a result of their lack of clarity and usefulness.

What business publications need most, Mr. Koehler said, is to readdress themselves to their long-range publishing philosophies—philosophies, he emphasized, that should be written out and studied by all parties to the publishing operation. "Publishers should decide exactly what they want to do, where they're going, how and when they're going to get there. Having determined all of this," he said, they will automatically have created the industry image that business papers need so badly.

■ Mr. Koehler's talk came near the end of a two-day meeting, much of which had been devoted to long-range thinking about business publication research.

Discussions of research too often get tied up in the techniques and technology of the work, resulting in insufficient attention to the direction and purpose of it, Dr. Joseph E. Bachelder, director of the Industrial Advertising Research Institute, Princeton, N.J., told the meeting.

Research is basically a means of finding answers to questions management asks in its decision-making process, he said. The research itself can only be as good as the questions that management asks.

"Oversimplified questions will get oversimplified answers from research. Superficial and fuzzy questions will get superficial and fuzzy answers from research," he emphasized.

He outlined these basic requirements for good research:

• The research must be a continuous program, providing a steady flow of information.

• It must be well-financed. "Unless you're spending 3% to 5% of your gross in research," he said, "you're falling behind the demands of the times."

• Research must be accorded its due position on the management team, allowing a maximum flow of value from research to management.

• Researchers must be in a position to ask management questions about company objectives and operations.

■ Just how much of this research should be devoted to the publisher's interests primarily, and how much to the advertiser's, came up for discussion in a round table conversation.

Thomas B. Martin, ad and merchandising manager of S. C. Johnson & Son's service products division, Racine, Wis., said no business publication provides his company with really useful marketing information. "Knowledge of the size of a business paper's market is a valuable sales tool to these publications and the knowledge is very important to us," he said. "I don't understand why your publications don't supply it to us," he added.

In reply, H. Jay Bullen, research director of *Advertising Requirements* and *Industrial Marketing*, emphasized that publishers don't have limitless profits to invest in research. The research they do should properly be aimed at improving the publication's service to its readers, he said. Some of that research, he pointed out, will be of value to advertisers, and advertisers should receive it. But for a publisher simply to indulge in market research solely for the advertiser's benefit would be to ignore good business practice, he emphasized.

■ In other reflections about business paper research, Robert E. Britton, vp of MacManus, John & Adams, Bloomfield Hills, Mich., said that much valuable research has been wasted because its existence is often not known to those who need it.

"I would be willing to hazard a guess that somewhere between 50% and 75% of research money is wasted on studies that wind up in wastebaskets or filing cabinets because they have been misdirected," he asserted.

■ Then, too, he said, "I believe that far too much of the research being done by media today is not being adequately appreciated and used by advertisers and advertising agencies. This is largely because some research men deal it a mortal blow by picking it to death on the basis of technique or sample before they even start to see how useful the data may be or how stimulating and creative the ideas behind the data are if the actual figures turn out inconclusively."

■ Yesterday morning the meeting concentrated on business publications' methods and costs in handling inquiries sent to advertisers—much of the discussion centering around delays in replies to these inquiries, or the complete absence of replies.

• Gene Wedereit, ad director of Chemetron Corp., Chicago, said there is reason to suspect that agencies find inquiries distasteful because they tend to create a measure for judging ad performance.

• George L. Staudt, vp of Cramer-Krasselt, Milwaukee, emphasized that closer track should be kept of the number of orders and the sales volume that develop from inquiries so that sales people learn to appreciate just how important inquiries are.

"And whether or not an inquiry leads to a sale," he emphasized, "the advertiser's good will is at stake when he invites inquiries and then fails to respond to them."

■ In a round table discussion about inquiries, Frank O. Rice, vp of Penton Publishing Co., Cleveland, concluded that it may never be possible to work out any standardized system among business publications for handling these inquiries because of the great differences in frequency of publication, average number of inquiries per "bingo card" inquiry form and the range of products involved in the inquiries. #

Drum-Beating Bill Power Leaves Stage as Chevy Ad Chief

(*Continued from Page 6*)

ing about the product," said Mr. Power. "I tell them I assume they know all about that or should know all about it, and also what the competitor is doing. The basics are: Know your market. Know your product. Know your competitor. Then it's see people, tell people, know people and sell people."

The last phrasing has been used often by Mr. Power. He is a strong believer in slogans. He was the one who toned up the oft-used phrase in support of community fund drives and the like—"give until it hurts"—changing it to "give until it feels good."

■ Bill Power has won a great many awards and citations. One he cherishes highly is the "Impact" award of the New York Sales Executives Club. Another is an honorary life membership in the Beavers, an inner-sanctum group of the Detroit Athletic Club, who have been known to toss a guest speaker into the club pool, if they didn't happen to like his speech.

"I never take a speaking date just to entertain," says Mr. Power, "and never have used a prop or a gimmick just to get a laugh. I aim to take the progressive and stimulating point of view. Not too long ago I did some platform work when we were in what you might term a recession. Sales people in general were talking about the handicap of having 6,000,000 or 8,000,000 persons unemployed. I tried to change that viewpoint. I kept telling them to forget about a few million who were not working and go out and sell to the 60,000,000 who still had jobs. That was the way to look at the picture."

■ Mr. Power was born in Indianapolis and spent his early life there. He has been a Boy Scout executive, a YMCA secretary, and had managed a bakery, before taking the job he had as recreation director of Flint's industrial association. On the side he called square dances and filled in as a song leader.

He is going to write a book on selling, as he views it, and has entered into an arrangement with Prentice-Hall to do that job.

"They tried to get me to agree on a publishing date," he said, "but I talked them out of it. I am going to take just as long as it takes, and not be rushed."

If Bill Power puts all he knows about advertising and selling within the covers of a book, it will take quite a while. #

Natkin Joins Helene Curtis

Sidney J. Natkin has joined Helene Curtis Industries, Chicago, as a marketing executive. He formerly was a vp and account supervisor of Gordon Best Co., Chicago.

Kennedy Kneisly Tingle Riddle Britton Harvey Hartford Rowland Templeton Ivins

REHASHING—*Talking over the day's proceedings in a post-session social hour are N. McK. Kneisly and Taylor Kennedy, Irving-Cloud Publishing Co., Chicago; Leonard Tingle, Progressive Grocer, New York; George Riddle, Putman Publishing Co., Chicago; Robert E. Britton, MacManus, John & Adams; Jean Harvey, Harvey Research Organization, Rochester, N. Y.; E. T. Rowland, Chicago Electrical News, Chicago; Bob Hartford, Dick Templeton and Don Ivins, Machine Design, Cleveland.*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

PHOTOENGRAVING SALESMAN. Out-of-town plant doing top quality black-white and color seeks New York Salesman. Replies confidential.
Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED: ADVERTISING MANAGER for publication specializing in farm sales and service. Sales experience in agricultural field a requirement. College training in agriculture desirable. Some related travel. Attractive salary, profit sharing, pension, group insurance and other fringe benefits. Send complete resume to: **E. E. Ruther, Watt Publishing Co., Mount Morris, Ill.**

COPYWRITER WANTED
Mid-Ohio agency serving wide-range of consumer, trade and industrial accounts has a wonderful opportunity for a good versatile copywriter. Must have at least 5 years experience. Send complete resume and salary requirements to:
Box 3152, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
489 E. Ohio St., Chicago, SU 7-2255

WOMAN SALES ASSISTANT
Woman who knows trade journals and advertising, having sales experience, to work with present and prospective advertisers by letter and telephone to occupy important position in advertising department of growing trade journal firm located in the Pacific Northwest. Write giving resume, salary requirements and including a picture.
Box 3168, ADVERTISING AGE
4041 Marlton Avenue, Los Angeles 8, Calif.

MANAGER NEWSLETTER DEPARTMENT
All around trade journal man to handle newsletter department for trade publication firm. Must be a good news writer, able to analyze statistics, evaluate surveys, obtain news by long distance telephone; also able to formulate and evaluate circulation promotion material used for newsletter. Knowledge of advertising sales and circulation sales helpful. Opportunity with growing publication firm located in Pacific Northwest. Write giving your resume and salary requirements and include picture to
Box 3169, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

POSITIONS WANTED

PREMIUM SALESMAN: Supplier of the most unique and largest premium line in its field seeking young salesman New York city area. Limitless opportunity, attractive terms. Submit complete resume.
Box 3167, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

PHOTOGRAPHER/PUBLICIST TEAM—Available on assignment. By story or campaign. **Phone INdependence 3-8008 or write WENGAARD, 3124 N. Sacramento, Chicago**

TV PROGRAMMING
Network executive, MBA, thoroughly trained and experienced in TV program analysis, evaluation and selection, desires opportunity to grow.
Box 3170, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST/TECHNICIAN (Silk-Screen)
11 years experience with leading jewelry chain. Wants relocation in California. For full resume write:
Box 3171, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ME AND MY $150,000 BILLING
N.Y. Acct. Exec. seeks agency who needs good service man in hard goods and industrials. Salary plus percentage.
Box 3172, ADVERTISING AGE
630 Third Ave., New York 17, New York

VERSATILE COPY-LAYOUT MAN
Seeks challenging creative position with agency, manufacturer or retailer. 8 years solid experience as Ad Manager midwest furniture-appliance chain. Self-starter. $800-$850 mo.
Box 3173, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE
Excellent experience in Construction, Industrial, Housing, Plumbing, Heating fields. Proven ability to secure and satisfy clients at a profit. Marketing degree, 36, married. $15,000.
Box 3175, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FARM SALES AND PROMOTION
Two years successful Radio Farm Director in Midwest. Farm Radio Sales, Degree in Agriculture, and Degree in Speech (Radio and TV Communications). 29, Single, and Veteran. Interested in an Agency, Representative, Manufacturer, Farm Space Sales.
Box 3176, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS EXPERT
Impressive record for planting industrial, personality, etc., publicity. Experienced in all editorial phases. Have advertising experience. Know production procedures. Best references.
CR 1-2817 (Los Angeles)

HAWAII CONTACT; Conscientious, sharp woman with 5 years knowledge of local media, restaurants. Newspaper, promotion, retailing, ad director, house organ background.
Box 27 R 480, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADV.—SALES PROMOTION MANAGER
Scheherazade took 1,001 nites. Creative executive-copy talent must sell you with one letter! Challenge? **9151 Angell St., Downey, Calif., or Call TOpaz 1-1825.**

REPRESENTATIVES AVAILABLE

NEW YORK SPACE SALESMAN
Desires represent consumer or trade publication. Best contacts.
Box 2579, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

CONSUMER MAGAZINE FOR SALE
Full or partial interest in nationally distributed sport and outdoor monthly. Book profitable on circulation alone from first issue. Established 18 months. Looking for ad man or publisher to build ad volume.
Box 3166, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

MISCELLANEOUS
Color reproductions, catalogue sheets, fast service, top quality.
Skokie Colorgraph
Morton Grove 8, Illinois

TWO MILLION CLIPPINGS
from old magazines and newspapers—any subject, person, place, event or business. **Boyd Service, Delafield, Wis.**

Share office space with publisher. Phone, sect'y service, furniture, low rental. Dignified atmosphere, separate entrance. All transportation **33rd St. N.Y. MU 4-1119**

Interested in Selling Magazine Advertising?

Exceptional Opportunity Now Available
With Major Consumer Magazine Publisher

If you are under 35, have several years of business experience, above average intelligence, a strong desire to sell, and the drive, energy and will to succeed in major competition, there is a challenging and rewarding career available to you with one of America's leading magazine publishers.

No advertising experience necessary as thorough, home-office training is provided in all phases of magazine sales, promotion, and merchandising.

Interested? Write Box 755, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

YOUNG ADV. EXECUTIVE AVAILABLE
Strong record: agency & advertiser, copy, contact, PR, retail. Proven executive talents. 37 yrs. old. Stable: 2 jobs cover 10 yrs. of 14-yr. record. Chicago or vicinity, only. "Buy" at present $12,600. Box 828, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

WANTED: Written Course in DRAFTING
Interest in purchasing full rights to a course covering one or all phases of Drafting . . . architectural, mechanical, electrical, electronic, tech. illustration, etc. Also interested in other courses. Apply in detail.
BOX 827, ADVERTISING AGE
4041 Marlton Avenue, Los Angeles 8, Calif.

DON'T HIRE THAT NEW COPY WRITER
Just to turn out occasional direct mail letters and catalog pages! You'll save big money by farming it out to me on a free lance basis. Fast, experienced. Mail order catalog work a specialty.
Box 829, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RESEARCH DIRECTOR
Fully qualified man to take key post in sizable and growing midwest agency (not Chicago). Must know market, media and copy research; fact sources and outside services; be able to gather and put together analyses for new business presentations. Send full details first letter. All replies confidential. Salary five figures and open.
Send resumes to Box 817
ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BIRCH *Personnel Service, Inc.*
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

MARKET RESEARCH
EXECUTIVE
Available
Proven record in planning, coordinating and executing all phases of marketing, audience, advertising and editorial research with leading specialized business magazines. Well oriented in marketing, media and sales promotion areas. Seeks challenging opportunity with growth potential. Age 41. Box 813, Advertising Age, 630 Third Ave., New York 17, New York.

CHICAGO EMPLOYERS!
We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

PUBLIC RELATIONS COORDINATOR:
Long and well established Midwest Pharmaceutical firm with multiple divisions. Experiencing rapid growth. Man concerned will be involved with preparation of annual reports, as well as consumer, trade and financial publicity; editing house organ. Please write giving complete details on experience, references, expected salary. All replies will be confidential.
Box 816, Advertising Age
200 E. Illinois Street
Chicago 11, Illinois

COPY. Indust., some consumer. **$14-16M**
AE. Indust. A pro as ad man & in contact. To around 50. **13,500-14M**
MKTG. RESEARCH. Big dairy co. Techniques plus realism in food field. **9-10M+**
ASST. AE., indust. Some consumer. **$9,300**
MKTG. RESEARCH, foods. 1-3 yrs. exper. consumer research. Major projects, wide range. MA psych. or equiv. **9M**
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago 3 CE 6-5353

Editor Wanted
National business paper publisher seeks capable young man for opening on Chicago field staff. He should have several years experience, some of it on trade papers.
Opportunity for permanent connection with multiple paper house where initiative & a creative approach to the job are appreciated & recognized.
Attractive starting salary commensurate with ability & experience & liberal employee benefit program plus company policy which assures promotion from within wherever possible.
Write fully, in confidence.
Box 831, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

PROMOTION and PUBLICITY DIRECTOR
Fast-growing manufacturer of mobile soft ice cream units franchised coast to coast has exceptional opportunity for an aggressive self starter with energy and ambition.
The job calls for development of consumer promotions, premiums, contests, point of sale, etc. that will sell ice cream products, enthuse dealers, as well as writing and releasing trade and newspaper publicity.
Here's a solid growth opportunity with virtually unlimited ceiling. Are you our man?
Send resume and financial requirements to "President"
DAIRY DAN INCORPORATED
Brooks Building
Wilkes-Barre, Pennsylvania

CHICAGO ADVERTISING SALESMAN
The fastest-growing, most powerful magazine in the $9 billion missile industry is looking for one outstanding advertising salesman to become Chicago manager. Excellent salary plus a liberal incentive arrangement. If you have real ability, energy, a successful record, and the desire to grow with us, please send your resume, in complete confidence, to:
M. M. Cerick, National Advertising Manager, Missile Design & Development, 140 E. 40th St., N.Y.C.

DALLAS AGENCY OPPORTUNITIES
Growing Dallas Advertising Agency with staff of 21, billing in excess of $2,500,000.00 annually, has positions available now in three departments. Excellent growth potential . . . generous employee benefits.
SENIOR ACCOUNT EXECUTIVE to 40, capable of making creative contribution to entire agency. Should have experience in all media, in producing presentations and in account solicitation. Must be mature and settled with ability to guide creative staff and maintain heavy account service load.
TV PRODUCTION SUPERVISOR to 40, to direct and coordinate production of commercials . . . taped, filmed and live. Will be expected to contribute concepts and creative ideas, guide agency staff writers and artists and supervise all phases of production of TV material.
RADIO-TV COPYWRITER to 30, with thorough knowledge of, and experience in, tv writing techniques for live, filmed, taped and animated spots. Prefer college graduate with agency radio and tv writing experience.
Please send complete resume, with photo. Resume should include previous salaries and reasons for move.
Box 830, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RETIRE TO DENVER!
$9,000 OPENING
for Senior Public Relations Executive
National corporate image and product publicity programs aimed at sales, advertising and ad agency functions in the O.E.M. field. Position reports to Chairman of the Board. Resumes solicited from candidates up to 52 years of age.
Box 819,
ADVERTISING AGE
200 East Illinois St.
Chicago 11, Illinois

A CAREER REVIEW
. . . may be in order!
We have hundreds of client listings in advertising and related fields. Manufacturer and Agency—$5,000 to $50,000.
Confidential — Nationwide — Efficient
Send your résumé for Confidential Handling
DRAKE PERSONNEL, INC.
America's Largest Advertising Placement Agency
29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

CONSUMER RESEARCH MAN
We are offering an excellent opportunity for ambitious research man under 40 to join established marketing research organization.
The man we are looking for must be thoroughly grounded in all phases of consumer panel research.
Personal interview will be arranged early in December. Please write, at length and in confidence, about your education and salary requirements and what makes you tick.
Box 823, Advertising Age,
200 E. Illinois, Chicago 11, Ill.

Barker Kaspar Shadid Mann Russell Goda Knott Sherman Lehman Dunn Dumke Sawyer

COLOR CONFAB—*Pictured at the Mid-America R.O.P. Color Conference which was held in Chicago last week are Walt Barker and Vic Kaspar, Peoria Journal Star; Woodrow Shadid, Bloomington Pantagraph; Harvey Mann, H. W. Kastor & Sons Advertising; Glen Russell, Julius Mathews Special Agency; L. E. Goda Jr., Eastman Kodak Co.; Laurence Knott, Field Enterprises Inc.; James Sherman, McCann-Erickson; Paul Lehman, Leo Burnett Co.; Arthur Dunn, Fitzgerald Advertising Agency; Robert Dumke, Milwaukee Journal, and J. H. (Jake) Sawyer, Sawyer-Ferguson-Walker, which was a co-sponsor of the all-day meeting along with Lake Shore Electrotype.*

'Life Cycle' Plan of Marketing Is Told by Hopkins

(Continued from Page 3)

can do a more effective job of presenting our ideas if we grasp the total marketing picture as it relates to company objectives," he said.

Mr. Hopkins confined his discussion to what he described as a technique to bridge the communications gap "between yourself and top management." It is, he said, "an approach which concerns itself with the company's marketing operation over the span of time.

"It is an approach which says to management, 'Let us consider dollar investment and the profit you can expect therefrom over the span of time'." It is, in effect, he said, a declaration of responsibility to manage the marketing function in terms of a span of time or in terms of a product's life cycle.

■ In terms of marketing, Mr. Hopkins said, there are three phases of the life cycle of a product: (1) Introductory; (2) competitive or consolidation phase; (3) rejuvenation or revitalizing. Another phase is the "prenatal," he said, which encompasses the marketing management of the product before it gets to market.

Mr. Hopkins noted that although product development must be "frozen" at some point, development work should not stop.

Discussing examples of the management of products during their life cycle, Mr. Hopkins had a number of observations.

• In the cigaret field, Salem has been successful because its name was researched, the package was researched, the selling message was researched. It was established there was a potential for the type of cigaret it is, he said.

• On the other hand, he said, Hit Parade went into the market without a clear concept of the market it was after. "The name was not researched," he said, "and this probably proved the greatest mistake, since it was later determined that consumers resented the name." In place of research, "the product was simply put on the market with a large expenditure of money," he said.

• He cited Colgate toothpaste as a good example of a product managed through its consolidation phase. It has developed innovations continually, "the most important of which is the Gardol 'protective shield' concept, to maintain the freshness of its image with the consumer," he said. Through aggressiveness, Colgate has maintained a substantial share of market in the face of two major competitors, Gleem and Crest, which have gained at the expense of brands other than Colgate, he observed.

• "Contrast Colgate's performance with that of Amm-i-dent, which came in with a particular product attribute, never did anything further, and just rode that product attribute downhill into nothing," he said.

• In the soap field, Mr. Hopkins pointed out, combination bars have been an important development. Dove and Zest have gone from a market share of 1% in 1956 to 18% in 1958; Palmolive has gone from a 9.5% share in 1956, to a 7.1% share in 1958; yet Ivory personal has increased from 16% to 17.1% in the same period.

■ Marketing expenditures would generally be heaviest in relation to sales during the introductory phase, although this is not always so, he said. During the consolidation phase, the spending rate should allow the manufacturer to make his normal rate of profit.

Mr. Hopkins said that at some point in the rejuvenation phase consideration should be given to "milking" a product—discontinuing advertising and promotion to make a maximum profit per unit sale, on the basis that this is the way to get maximum longterm profit for the company. However, he feels that while "milking" should be considered, the best answer is to find a way to rejuvenate a product.

On pricing, Mr. Hopkins said: During the introductory phase, the price structure is usually higher; in the competitive phase a price should be that which competition will allow to be maintained over a period of time; in the rejuvenation phase, a reduction of price should be anticipated, either through a lower price, or price promotions.

■ Reviewing management of the selling message, Mr. Hopkins said that in the introductory phase, product benefits of the generic class rather than specific points of differentiation should be presented. In the competitive phase, he said, pretested competitive appeals should be used, with an added objective of retaining product newness. Also, during the competitive phase, reasons of a promotional nature, other than product benefits, should be developed. During the rejuvenation phase, more emphasis is given price as a reason for buying, he said.

In all phases, continuing research should evaluate such factors as consumer reaction to the product and to competitors' products; variations in the weight of total advertising and promotion and relative potential of various market segments. #

EXPORT IMPORT NEWS

THE VOICE OF WORLD TRADE
Serving Readers in Principal Trade Centers of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave.
New York 17, N. Y.
Or Write our Western Advertising Office—354 S. Spring St., Los Angeles 18, Calif.

If marketing appliances is your business, then ask for a Sample copy.

QUINN'S

The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States

(Formerly "California T-V & Appliances")
10,000 guaranteed "Guided Circulation". Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by VAC, Verified Audit Circulation Co.

Ask Quinn:
Quinn's, 229 E. 4th St., Los Angeles 13
MAdison 6-5004
(A Parker & Son Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

All-America Team Film Sold to Sponsors in 100 Cities

A film featuring the 1959 All-American football team, selected by votes of more than 500 members of the American Football Coaches Assn., has been sold to sponsors in more than 100 cities. Produced by Bill Fay in cooperation with the American Football Coaches Assn., 173 W. Madison St., Chicago, the film has been sold to Talman Federal Savings & Loan Assn., Chicago; General Mills, Minneapolis; Borden Co., New York; Coca-Cola Bottlers, Honolulu; Dr. Pepper Co., Dallas; Denver & Rio Grande Western Railroad; Iowa Power & Light; Investors Diversified Services, Minneapolis, and many dairies, supermarket chains and financial institutions across the country.

The sponsors in a number of cities, including Chicago, Oklahoma City, Cedar Rapids and Baton Rouge, are showing the film on tv. Other sponsors are making the film available to civic groups as a public service.

NAB Told How Rate Adherence Aided Station

(Continued from Page 3)

wouldn't be any multiple spots; (3) that advertisers would get an accurate coverage map; (4) there would be no "special" deals; (5) that no mail order or per inquiry copy would be accepted, and (6) that news shows would continue to be heavily local in content, and that the station subscribed to NAB's standards of practice for radio.

■ Mr. Woodland said his salesmen are trained to sell radio, not just the station, and "we constantly caution them not to criticize other stations and certainly not to criticize an advertiser's judgment in using another station."

WEJL reports news events about other Scranton area stations, using their call letters, and "we receive comments and congratulations. We even get accused of being fair-minded, which I confess is not what we have in mind when we do it."

WEJL's reputation is strong enough so that when it went through a 73-day strike it received not one cancellation from advertisers, and actually showed an 18% sales gain for the period over the previous year, he said.

WEJL salesmen sometimes want to make special deals for customers, but the station is firm. Its billing is rising, and "our men are never faced with an irate advertiser who came back from a golf game with a competitor and learned he was paying more than his golfing companion," Mr. Woodland said. #

Chesebrough May Name New Agency in Buy of Aziza

NEW YORK, Nov. 24—Advertising for Aziza eye cosmetics is expected to shift from Lester Harrison Inc. to one of Chesebrough-Pond's two cosmetic agencies as a result of the Aziza purchase by Chesebrough.

A division of Mauvel Ltd., the eye cosmetics line was acquired through an exchange of stock. It will be merged into the Prince Matchabelli operations of Chesebrough-Pond's, according to President Jerome A. Straka, but for the time being (until Jan. 1 at least) distribution will remain in the hands of Mauvel.

Most C-P cosmetics advertising is divided between J. Walter Thompson Co., which also handles the Matchabelli division, and Norman, Craig & Kummel. Other C-P agencies are Compton and William Esty Co.

■ The Aziza eye cosmetic line includes mascara, eye shadow, eye cream, eye and eyebrow pencils and eyelash curlers. It has been a very modest advertiser recently.

Its acquisition is the third for Chesebrough-Pond's in four years. Seeck & Kade, maker of Pertussin cough syrup, was bought in August, 1956, and in September, 1958, Prince Matchabelli Inc. was bought from Vick Chemical Co.

Mauvel will continue the sale and distribution of its other cosmetics and toiletries products. #

Hauck Names Ryan A.M.

Richard T. (Red) Ryan has been appointed advertising and sales promotion manager of Hauck Mfg. Co., Brooklyn, producer of industrial oil and gas burners and related equipment. He formerly was with a commercial art studio.

125,073
Lines of COLOR ADVERTISING in October 1959

Color Advertising Appeared in THE BUFFALO EVENING NEWS 23 days out of 27 publishing days . . . on one single day 10 color ads appeared.

BUFFALO EVENING NEWS

KELLY-SMITH CO. — *National Representatives*

WESTERN NEW YORK'S GREAT ROP COLOR NEWSPAPER

VET AD BOSS—*W. John Upjohn, director of veterinary advertising, examines copy of Veterinary Medicine which carries the collapsible cube ad for Upjohn's mastitis drug.*

Upjohn Pop-up Ad to Sell Vets on Mastitis Remedy

(Continued from Page 3)

Associates, Chicago, is inserted flat inside a magazine. When the page is opened, it pops out at the reader in full cube size.

■ Only one book, *Veterinary Medicine*, will carry the collapsible cube ad. More conventional ads—two-color and b&w pages—are running in the November issues of the following magazines:

Auburn Veterinarian, California Veterinarian, Georgia Veterinarian, Iowa Veterinarian, Journal of the American Veterinary Medical Assn., Modern Veterinary Practice, Rocky Mountain Veterinarian, Southeast Veterinarian, Southwestern Veterinarian, Speculum, Tuskegee Veterinarian, Veterinary News and *Veterinary Medicine.*

Some pharmaceutical companies active in the agricultural market promote to both veterinarians and farmers, but the Upjohn drive is concentrated entirely on the vets. Mastitis preparations account for about 10% of the drugs sold via veterinarians.

Upjohn detail men will be equipped with special promotion pieces to tell the Forte story to vets.

William Douglas McAdams Inc., New York, is the agency. #

JACK-IN-THE-BOX—*This collapsible cube promoting Upjohn's mastitis drug is inserted flat in a magazine and pops up as the vet opens the page.*

Maritz Names Frank Block

Maritz Sales Builders, St. Louis, has appointed Frank Block Associates, St. Louis, to handle its national advertising. Maritz' plans include a corporate campaign.

Explanations of Magazine Publishers on 'Inconsistencies' Don't Suit BBDO

(Continued from Page 3)

publishers seem to base their costs on what the traffic will bear. And we can't understand why some magazines charge for bleed while others do not. The group of magazines that charges for bleed is very firm and adamant against its elimination. They're telling us, in effect, that if some magazines want to reduce their profit picture by giving bleed away, it's okay by them."

Mr. Maneloveg said that in addition to complaints about increased postal rates and rising production costs—particularly because of a trend to color—publishers seem unhappy about sliding newsstand circulation and about the amount of merchandising help expected by advertisers. "There's almost a veiled hint in these letters that if television doesn't offer merchandising aid, why must magazines?" he said.

Here are some sample publisher reactions to the BBDO letter:

• **A business magazine**—"Historically, consumer magazines, as they achieve circulation gains and move off their starting blocks, have been able to effect reductions in cost per 1,000. Then, arriving at circulation maturity, they have had to move page rates upward to keep up with inflation."

• **A monthly magazine**—"Speaking of the magazine industry as a whole there is no question that the big reason for the wave of rate increases over the past several years is the fact that, generally, newsstand sales have declined sharply, and we know you can appreciate the heavy burden of subscription circulation costs as against newsstand sales."

• **A general magazine**—"In the light of the general inflation spiral, it seems there is little hope for relief from rising costs in the conduct of our business. Tougher competitive days are ahead of us in the 1960s."

• **A women's magazine**—"We believe in operating a sound business which provides a reasonable profit return. There are many factors which affect profit—both yours and ours. One way in which a publisher can affect his own profit—as well as his advertisers'—is by quality control of his circulation, but the demands on publishers for so-called 'free merchandising aids' by advertisers and agencies have been beyond reason. We are strong believers in merchandising to help move goods but we also believe that recent demands in this respect have been excessive."

• **Another woman's book**—"Advertising agencies and their clients are co-partners with many cost factors in making it necessary for media—particularly magazines—to increase rates above circulation gains. More and more free merchandising, more and more audience research information (which most publishers are in favor of, but it does cost money), and more and more asking one magazine to match the concessions of the other. One publisher may prefer to give away white space and the second color."

• **A weekly magazine**—"It is imperative that each magazine maintain a rate structure that will return to it a reasonable profit from its advertising."

• **Another weekly**—"We are charged with the responsibility of showing a profit to stockholders. The cost-price squeeze that we are in is nothing unusual to any business or industry in America and yet this is precisely the position in which we find ourselves.

"You (BBDO) mention different cost policies among publishers. This comes as no surprise, since within every industry there are different pricing policies. Some department stores charge for alterations and some don't. It might point up this particular problem to say to you that within our own industry, within one publishing house, one magazine charges for bleed and the other doesn't. Obviously, each magazine within that publishing company views its pricing problem as its own business."

Melcher Joins Lehn & Fink

Samuel F. Melcher Jr., formerly with O. E. McIntyre Inc., has joined the Lehn & Fink division of Lehn & Fink Products Corp., New York, as group brand manager. He will direct marketing for Lysol, Hinds Honey & Almond cream and new products developed within the division.

Sugar Creek Names Ayer

Sugar Creek Creamery, Chicago, a division of National Dairy Products Corp., has appointed N. W. Ayer & Son, Chicago, to handle its advertising. Initial assignment is test marketing in Illinois of Sugar Creek honey butter. The company had no previous agency.

B+C

. . . means

Bertsch + Cooper

. . . it also means

Chicago's

largest, complete

typographic service

facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

CHARLESTON IS WEST VIRGINIA'S STATE AND INDUSTRIAL CAPITAL

How to Sell West Virginians

Best Basic Buy IN WEST VIRGINIA IS THE CHARLESTON NEWSPAPERS

Across the southern half of West Virginia are 23 counties with a combined population of right around one million* people.

All 23 counties are within the borders of West Virginia. Hence the residents of these counties are interested in the affairs of West Virginia. They look to their Charleston newspapers *first* for their State news.

Likewise Charleston is distribution hub, shopping and administrative center and a pivotal point for nearly everything touching the daily lives of these people.

Since the Charleston newspapers are so intimately linked with West Virginians why not use them constantly to sell West Virginians your goods or services.

*Sales Management Estimate 1-1-58—1,001,000
The 1950 U.S. Census Total—996,189
Sales Management Estimate 1-1-59—973,400
Standard Rate's Current Estimate—998,100

The Charleston Gazette | Charleston Daily Mail | Sunday GAZETTE MAIL

LARGEST CIRCULATION--LOWEST MILLINE RATE IN WEST VIRGINIA

PUBLISHERS: NEWSPAPER AGENCY CORP., CHARLESTON 30, WEST VIRGINIA REPS: JOHNSON, RENI, GAVIN & SINDING, INC.

Jumbo PRODUCT REPRODUCTIONS

Your product blown up to as large as 12 feet — in Plexiglass — with interior illumination by high output fluorescent lamps — offering single turntable motion — or our own patented double motion. It spins on its own axis four times faster than it revolves in a 360° circle.

For outdoor advertising purposes at the source of product manufacture —

- In super-market and shopping center parking lots
- In high traffic areas of limited ground space

Any product — any quantity sold or leased anywhere in the United States and Canada. Write for cost information or for appointment with company representative.

ACTION DISPLAYS, INC.
Berlin, Wisconsin

The most effective Day & Night outdoor advertising

In LIFE General Electric TV turns up the volume

LIFE spectacular for new "Designer" line leads to big sales splurge.

How to do advertising justice to a new concept in TV design? That was the problem General Electric faced in introducing its new "Designer" TV Co-ordinates last spring.

To create consumer demand, to excite General Electric distributors, to move General Electric dealers to stock up . . . General Electric chose LIFE.

Spearheading the attack was a 3½-page, full color, gate-fold display of the new line in the May 4th LIFE. The follow-up consisted of a completely wrapped-up General Electric-LIFE promotion.

"The happy results are still flowing in," says Dale O. Akridge, General Electric Advertising Manager of the Television Receiver Department. "The thing that amazes me is the report from many of our dealers that people brought the LIFE ad right to the store. I can think of no better evidence of the great impact of LIFE's selling power.

"Demand for the new sets has been so heavy that this fall we introduced another new Coordinate, 'TV-on-the-wall,' in LIFE. And, more than ever, LIFE is a basic part of our advertising strategy."

LIFE really works—for General Electric and Kroehler, RCA, Clairol, Polaroid and Goodyear to name a few. Try it yourself.

RADIO & TV*	ADV. INVESTMENT
LIFE	$3,077,064
Saturday Evening Post	1,511,216
Time	735,494
Reader's Digest	735,054
TV Guide	569,147

Source: P.I.B. (Jan.-Sept., 1959)
*Classification H 300

Effectiveness is a fact of ADVERTISED IN **LIFE**®

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker